



## **REGISTERING FOR PERMISSION TO DISPLAY ESTATE AGENT SIGNS**

COMPILED BY:

ECONOMIC DEVELOPMENT AND SPATIAL PLANNING DEPARTMENT

MARCH 2023

## **Registering for permission to display estate agent signs.**

All outdoor advertising signs must comply with the provisions of the City of Tshwane's By-law for the Control of Outdoor Advertising and the associated policy. It is the responsibility of applicants to ensure that their signs comply with the by-law and related policy, as well as with the provisions of other relevant legislation. The approval of signs in terms of the Municipality's By-law for the Control of Outdoor Advertising should not be construed as approval in terms of any other legislation.

1. Registering to display estate agent signs in accordance with the city's bylaw for the control of outdoor advertising.
  - 1.1 Applications must be handed in at the offices of Outdoor Advertising Management and must consist of the following:
    - 2.1.1 The application form, completed correctly and in full (see attached);
    - 2.1.2 Copy of identity document of the registering agent(s);
    - 2.1.3 Proof of registration with the relevant estate agent professional authority;
    - 2.1.4 The application fees.
  - 1.2 The agent/agency shall at its own cost and to the satisfaction of the Chief Financial Officer of the Municipality, take out and maintain for the duration of this registration and any possible extension thereof, a public liability insurance policy in terms of which the Municipality and the agent/agency are fully covered for their respective rights, interests and liabilities. The policy shall provide for coverage of at least R 5 000 000 (five million Rand) per event, with the number of events unlimited; provided that the Chief Financial Officer reserves the right, in his sole discretion, to require such increased coverage under the said policy which he may deem necessary. Proof of the public liability insurance shall be submitted to the Outdoor Advertising Management Section when applying annually.
  - 1.3 The registration per estate agent(cy) for the display of estate agent signs is only valid for a calendar year (January to December) and must be renewed annually.
  - 1.4 An application that is incomplete or that does not meet the required standards of clarity will be rejected.
  - 1.5 The Municipality is not liable for any repercussions resulting from incorrect information supplied by the applicant.
  - 1.5 An official receipt or proof of EFT payment of the prescribed tariff must accompany the application of registration to display estate agent signs.

### **EFT bank details**

#### **BANKING DETAILS:**

**Name of bank:** ABSA

**Name of account holder:** City of Tshwane Metropolitan Municipality

**Account number:** 406 073 8263

**Branch code:** 632005

**Reference number:** EA641

The applicant **must** ensure that the EFT payment(s) indicate the correct **reference number**.

2. Standard requirements.

- 2.1 No deviation from the conditions for approval imposed by the Municipality is permitted.
- 2.2 Any deviation will constitute an offence and will consequently nullify the registration.
- 2.3 The agent/agency, shall at all times comply with City of Tshwane Metropolitan Municipality: Outdoor advertising bylaws – Notice 355 of 2006.
- 2.4 Law enforcement will be conducted by the nominated agent of the Municipality in co-ordination with the Metro Police department or any other law enforcement personnel of the Municipality.
- 2.5 The registration number (OA/...) assigned to an agent/agency must at times be printed/written/pasted on all “for sale/to let/sold signs” and “direction signs to show houses”.
- 2.6 This registration period shall be for the calendar year and no action on the part of the Municipality will be construed as a tacit extension of the initial period.

3. Conditions applicable to the approval of registration to display estate agent signs.

FOR SALE/TO LET/SOLD SIGNS ON A RESIDENTIAL PREMISES

- 3.1 The sign shall not contain information other than the words “for sale”, “to let” or “sold”, the name and telephone number of the Agent/Agency and the logo of the Agent/Agency.
- 3.2 The maximum size of a sign shall not exceed 460mmX600mm on residential premises, unless otherwise approved by the Municipality.
- 3.3 A maximum of one sign per Agent/Agency and a total of three signs may be permitted on residential premises.
- 3.4 The maximum height of the sign from the ground shall not exceed 3 m.
- 3.5 A sign must be attached to the boundary fence/wall of the premises concerned or displayed within the boundaries of the premises and may not be displayed inside the road reserve.
- 3.6 A sign may not be displayed on a premises for longer than three months unless otherwise approved by the Municipality and must be removed not later than 14 days after conclusion of a contract of sale or lease of the premises in question.
- 3.7 In the case of a property “on show”, signs and bunting may only be erected on the premises. Information with regard to the premises on show may only be displayed for the duration of the show day and must be removed by the end of the day.

- 3.8 If the Agent/Agency disregards any of the foregoing stipulations, the registration fee will be forfeited and the Agent, his/her principal and/or Agency will be considered unregistered and may not advertise in the Municipal area until he/she has re-registered.
- 3.9 The signs shall not be displayed on the road reserve or road reserve boundaries of freeways.
- 3.10 No illumination or animation of the signs or the use of reflective materials on the signs is allowed.

#### DIRECTION SIGNS TO SHOW HOUSES

- 3.11 Direction signs indicating the location of the show house premises are permitted subject to the following:
- 3.11.1 The signs may be displayed over weekends only from Friday evening 17:00 until Monday morning 07:00 and in the case of public holidays, from 17:00 on the day before such public holiday until 07:00 the day immediately following the public holiday; should the public holiday be on a Monday, from 17:00 on the previous Friday; should the public holiday be on a Friday, till 17:00 on the following Monday.
  - 3.11.2 Each face of a sign shall not be larger than 460 mm x 600 mm and shall only be displayed in landscape format.
  - 3.11.3 The Agent/Agency shall not display more than eight signs per show house or premises, irrespective of the number of routes to the show house or premises. Such signs may be double-sided.
  - 3.11.4 Direction signs may not be displayed on a provincial or national road.
  - 3.11.5 Each selling or letting agent shall erect only one sign per show house per intersection, with a maximum of 8 signs in total while not more than six signs are allowed at T-junctions.
  - 3.11.6 Each selling or letting agent shall not display more than one sign between consecutive intersections.
  - 3.11.7 Signs shall not be placed on traffic circles or traffic islands, traffic lights, road traffic signs, power masts, trees, pillars, fencing, electrical substations, bridges or any similar structures.
  - 3.11.8 Stakes or poles to which signs are affixed shall not be driven deeper than 120 mm into the ground.
  - 3.11.9 Only one sign per stake is allowed.
  - 3.11.10 Signs shall not be erected on tarred or paved surfaces.

3.11.11 Signs shall not be higher than 1 m and shall not obstruct the view of motorists at intersections and/or exits on public roads or pose a danger to pedestrian or other traffic.

3.11.12 Only the Agent's/Agency's name and/or logo, the words "on show" and an arrow indicating the direction to the relevant premises may appear on the signs.

3.12 With the exception of legal signs such as streetlamp pole ads or litter bin ads, no free-standing sign containing "your area agent", "houses wanted" etc. or any other similar messages may be displayed on a property or within a road reserve.

## REGISTRATION FOR THE DISPLAY OF ESTATE AGENT SIGNS

ECONOMIC DEVELOPMENT AND  
SPATIAL PLANNING DEPARTMENT



OUTDOOR ADVERTISING  
MANAGEMENT SECTION

<b>REGISTRATION NUMBER ASSIGNED TO APPLICATION</b>		<b>APPROVAL DATE:</b>	
OA/.....		.....	
<b>DETAILS OF APPLICANT</b>			
Title			
Initial			
First name(s)			
Surname			
Identity number			
Name of agency/registered business name			
Registration number with EAAB			
<b>PHYSICAL ADDRESS (WORK)</b>			
Street number			
Street name			
Township			
Postal code			
Date:  .....	Payment type:  EFT <input type="checkbox"/>  CASHIER <input type="checkbox"/>	Registration fee: per agent per calendar year or pro rata thereof (annually revised)  R.....	Signed: Agent  .....  Signed: Official (City of Tshwane)