CITY OF WINDHOEK

Department of Economic Development and Community Services
Division of Economic Development

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City of Windhoek

The Gateway to Endless Opportunities

OUTDOOR ADVERTISING ADHOC BOOKINGS: POSTERS

Outdoor Advertising Regulations by Government Notice No 245 of 7 August 2008

APPLICATION FORM FOR CLASS 13

IMPORTANT NOTICE: Please complete form carefully, using BLOCK LETTERS and BLACK INK. See attached Criteria/Conditions for Class 13. Read carefully and initial confirming having read, understood and agreed to criteria. Thank you!

Name of Applicant: .....

Company: .....

Date of Application: .....

Mobile No.: .....

Company Stamp:

THE FOLLOWING DOCUMENTS SHOULD BE ATTACHED TO THE APPLICATION FORM

- City of Windhoek Certificate of Fitness
- Application Form duly completed
- Identity Document of Applicant

Month: .....

Year: .....

CODE	Site Description / Date:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
POS 1	Eneas Peter Nanyemba Road																															
POS 2	Independence Avenue																															
POS 3	Mahatma Gandi Street																															
POS 4	Moses Garoeb Street																															
POS 5	Sam Nujoma Drive																															
POS 6	Hendrik Withbooi Drive																															
POS 7	Nelson Mandela Drive																															
POS 8	David Hosea Merero Road																															
POS 9	Toivo Ya Toivo Drive																															
POS 10	Frankie Fredricks Drive																															
POS 11	Michelle mclean Street																															
POS 12	Robert Mugabe Avenue																															
POS 13	Winnie M Mandela Road																															
POS 14	Dr. Frans Indongo Street																															
POS 15	Dortmund Street																															
POS 16	Hosea Kutako Drive																															
POS 17	Mandume Ndemufayo Avenue																															
POS 18	Florance Nightingale Street																															
POS 19	Abraham Mashego Street																															
POS 20	Harvey Street																															
POS 21	Auas Road																															

Outdoor Advertising Regulations Government Gazette No. 4094 of 7 August 2008) states under paragraph 3 Tariffs that

(1) A person who applies to the Council for its approval of an advertisement must, on making the application, pay to the Council the fee determined under section 31 of the Act.

(2) The Council may not consider an application until the application fee has been paid.

CRITERIA FOR OUTDOOR ADVERTISING ADHOC BOOKINGS: POSTERS

The following conditions/criteria are imposed for the displaying of posters:

13. POSTERS AND NOTICES

1. This class will be allowed in areas of maximum, partial and minimum control.

2. This class consists of three types of posters namely:
   a) Event and Parliament Posters: Posters erected to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature. This category includes posters erected to advertise an auction as well as public awareness and community based campaigns and notices of a public meeting. It also includes posters for parliamentary or municipal elections, by-elections, referenda and registration process.
   b) Commercial Posters: Posters erected in this category may be used for commercial advertising on structures for which specific provision has been made for by the Council.
   c) Newspaper Posters: Posters displayed in this category may display selected news headlines of a specific edition of a newspaper.

3. The size and height of signs allowed in this class are as follows:

a) EVENT AND PARLIAMENT POSTERS:

Size:	Parliament posters:	0.9m x 0.6m (A1 size)
	One direction:	≤ 0.54m²
	More directions:	≤ 1.08m²
	Event posters:	0.9m x 0.6m (A1 size)
	One direction:	≤ 0.54m²
	More directions:	≤ 1.08m²
Height:	Minimum Height (Clearance):	2,4m
	At least 2m below light fixtures	

b) COMMERCIAL POSTERS:

Size:	One direction:	≤ 1.08m²
	More directions:	≤ 2.16m²
	Typical posters:	1.2m x 0.9m (A0 size)
Height:	Minimum Height (Clearance):	2,4m
	At least 2m below light fixtures	

c) NEWSPAPER POSTERS:

Size:	One direction:	≤ 0.32m²
	More directions:	≤ 0.64m²
	Typical posters:	0.7m x 0.45m (A2 size)
Height:	Minimum Height (Clearance):	2,4m
	At least 2m below light fixtures	

4. The position and general requirements for this class of signs are as follows:
   a) General requirements, as stated in Section 5.3 of the Policy on Outdoor Advertising, apply.
   b) No poster may be affixed to a lamp post, if it was not tested and certified by a structural engineer that the lamp post will be able to carry the poster and will be able to resist all loads and forces to which these signs may be exposed.
   c) Standardized pole mounted posters will be allowed only where they will not have a negative visual impact on the streetscape and the character of an area.
   d) Only permitted on electric light standards or other structures, which are provided for the express purpose of pasting or affixing posters and notices.
   e) May not be attached to power line standard, power masts, road traffic sign or signal, traffic circle, traffic island or median, wall, column or post of a verandah or balcony, fencing, electricity box or sub-stations, tree or bridge.
   f) No sign may be mounted on a short (4,5m) streetlight pole.
   g) Not to cover municipal markings / stripes on lampposts.
   h) No limitations to the colour and texture of signs.
   i) No steel or aluminum ladders may be placed against the standards on which the posters are to be erected.
   j) These signs may not be illuminated or animated.
   k) Signs may not have any letters smaller than 50mm in height.

l) If so required by the Council, the content is subject to the Council approval.

m) The Council may in the absence of legislative prescriptions determine the number and display format of posters in this category.

n) No poster or other advertisement may be placed in a street or other public place unless the appropriate sums determined by special Council resolution have been paid.

o) Any person who, having displayed or caused to be displayed any advertisement or advertising sign, fails to remove it or cause it to be removed within the periods prescribed will be guilty of an offence and may pay a penalty imposed upon him.

p) The Council is entitled, without giving notice to anyone, itself to remove and destroy any poster or advertisement displayed without its permission having been obtained or in contravention of any provision of this section of which has not been removed within the period specified.

5. Conditions applicable to Event and Parliament Posters:

a) Posters may be fixed to electric light standards and fixed receptacles by means of a suitable cord and no metal clamps or wire may be used.

b) May not be used to advertise a commercial event or product or any third party advertisement.

c) At least 50m from the centre of an intersection.

d) Posters may be erected only 14 days prior to the event, if relevant.

e) All posters, backing boards and cord or string must be removed within 3 days of the passing of the event.

f) A maximum of one poster per post or standard, except for parliament posts where a maximum of three posters per post or standard is allowed.

g) An applicant will submit a street list indicating positions of posters erected within 3 days after approval is granted.

h) Poster signs aimed at the road used may not be less than 120m apart.

i) Every poster and notice, for which permission is granted, must be marked with a municipal sticker and only signs marked with a reference number may be displayed.

j) No posters relating to a parliamentary or municipal election, referendum or registration process may be displayed for longer than the period extending from the beginning of the date of proclamation in the Government Gazette of an upcoming referendum or election to the end of the fourteenth day after the date of such election or referendum.

k) Public awareness and community-based campaigns may also be erected on the event posters.

6. Conditions applicable to Commercial Posters:

a) Posters must be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.

b) At least 50m from the centre of an intersection, but not on the first two posts closest to the intersection.

c) A maximum of one per post or standard.

d) All signs may be double-sided, dependant on traffic flow or where such a need exists.

e) More creative and visually pleasant structures should be used for displaying large posters than standardized pole mounted structures in order to make a positive contribution to streetscaping.

f) The Council will determine the number and display format of posters in this category.

7. Conditions applicable to Newspaper Posters:

a) Posters must be fixed to electric light standards by means of removable brackets or strapping. No drilling or welding of poles will be allowed.

b) May not be used to advertise a commercial event.

c) May be displayed along specific main traffic routes with the specific consent of the Council.

d) May be displayed for 24 hours only.

e) A maximum of one per post or standard.

f) The Council will determine the number and display format of posters in this category.

Source: Policy on Outdoor Advertising Control: Annexure A, 2007

This form should be submitted to:

City of Windhoek

The Gateway to Endless Opportunities

Department of Economic Development and Community Services
The Manager: Economic Development
Economic Development Division
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