

CORPORATE SERVICES DEPARTMENT**REPORT TO THE FINANCE AND ADMINISTRATION COMMITTEE ON
THE PROPOSED POLICY FOR PLACEMENT OF BANNERS IN
SPECIFIC SITES WITHIN THE UMDONI MUNICIPAL AREA****1. PURPOSE AND OBJECTIVES**

The purpose of this policy is to designate specific authorized sites within Umdoni Municipal areas for the placement of approved banners.

The Umdoni Municipality's banner placement policy is designed to achieve the following objectives:

- 1) Ensure that only approved banners are placed within Umdoni Municipal areas;
- 2) Maintain the aesthetical outlook of the area by grouping banners at specific locations;
- 3) Limit the amount of banners displayable at any one time;
- 4) Provide authorized means of displaying public information;
- 5) Implement a customer service approach to the management and delivery of tourism and commercial information signage;

2. ATTACHMENTS

Nil.

3. BACKGROUND

Whereas the Umdoni Municipality has authorized the permit requirements and constructional regulations for the display of banners by means of the imminent Umdoni Signs Bylaws, the Chief Signage Officer has no laid down policy of where banners may be allowed within Council property. The approval of this policy will provide pre-allocated locations for the display of banners within Council property and also enable Council to quickly remove banner signage placed in locations that are not approved.

Banners are utilised by Churches, Natal Blood Service, Commercial Store Openings, etc and are temporary in nature. The signs bylaws provide for the placement of banners upon the property upon which the event is taking place, however there is a need for banners to be placed in more visible locations on a temporary basis. This type of signage display is traditionally accepted by the communities, however its indiscriminant placement it what this policy seeks to resolve.

With the Umdoni Municipality being generally tourism driven, it is vital that the placement of this type of signage be controlled.

Authorised Locations

The placement of banners would be acceptable at the following locations:

1. Scottburgh
- 1.1 George Crookes Street & P395

- 1.2 Airth Street & P395
- 1.3 Margaret Avenue & P395

- 2. Umzinto

- 2.1

- 3. Pennington

- 3.1 Pennington Drive & P395

- 4. Park Rynie

- 4.1 Old Main Road & P395

Positioning and Saturation.

The actual siting at each location has been effected with consideration to the relative road traffic safety factors and requirements of the KZN Roads Act No. 4 of 2001. The sites give ample visibility for the banners.

A maximum of two (2) banners may be placed at each location at any one time. Council will place two poles at each location upon which the banners must be placed. This ensures that trees, robots and traffic signs will not be used to affix banners.

5. RECOMMENDATION

It is recommended that Council adopt this policy governing authorized locations for the placement of banners within Council property under the conditions of the Umdoni Sign Bylaws and under the control of the designated Signage Control Officer.