



PROPERTY MARKETING BOARDS FREQUENTLY ASKED QUESTIONS BY ESTATE AGENTS

Please familiarise yourself with the current **Outdoor Advertising and Signage By-Law** and the content set out in Schedule 12, as well as the new Tariffs and Charges for the 2023/2024 financial year. Further, please note the City anticipates the promulgation of the **new Outdoor Advertising By-Law**, during the financial year 2023/2024. Please also familiarise yourself with the contents of the amendments to Schedule 12 in the new By-law mentioned above.

1. WHO NEEDS TO REGISTER?

Any property marketing agent that sells, markets, lets/leases or auctions properties and uses directional boards on City owned land needs to register.

2. HOW DOES A FULLY CERTIFIED/PRINCIPAL REGISTER?

If you are registering for the very first time with the City of Cape Town, you need to complete the required Application Form/s and attach a copy of your Fidelity Fund Certificate as well as a copy of your ID. If you do not have a current copy, then you must provide a copy of your Fidelity Fund Certificate from the previous year.

Business Partner Numbers

It is a legal requirement from the City that anyone who transacts with the City must have a Business partner number.

All agents will need to provide their Business partner number. This can be found on your Municipal Rates account.

NOTE: Registrations cannot be processed in the absence of a Business partner number.

If you do not have a Business Partner Number, you will need to bring a copy of your ID as well as proof of address so that a Business Partner number can be created for you.

3. CAN CANDIDATE/INTERN AGENTS APPLY?

It has been agreed that, registered Candidate Agents are to be sub-registered and obtain [the equivalent of 'learners'] 6 Permits.

Candidate / Intern agents must be registered with their own professional body, as learners under the mentorship of a Principal Agent.

The Tariff has therefore been amended to allow the issuing of show board stickers to Candidate/Intern Agents, **but only linked to an approved Application for Permits by the responsible Principal Agent and under the auspices of the Registering Principal Agent.**

Candidate/Intern agents will have to complete the "APPLICATION FOR NEW REGISTRATION OF INTERN AGENTS OPERATING UNDER THE AUSPICES OF A REGISTERED PRINCIPAL AGENT" form.

This form **MUST** be submitted together with a copy of the Principal Agent City Registration form and their FFC. Only then will an additional 6 'show house' directional board Permit stickers be issued to the Intern Agent/s who is responsible to the Principal Agent mentored by them.

Candidates cannot come in and Register alone without the Principal Agent who must already be registered with the City.

4. HOW MUCH IS THE REGISTRATION?

- **NEW REGISTRATIONS FOR FIRST TIME AGENTS AND NEW INTERN AGENTS**

New agents registering for the first time and new intern/candidate Agents (registering under the auspices of the Principal agent) applying for 6 'show house' directional board Permit stickers, will be required to pay the tariff rate of **R1913,74 (Excl VAT) / R2280,00 (Incl VAT)**

- **RE-REGISTRATION OF AGENTS:**

The Tariffs have been amended for the re-registration of fully certified agents and the re-registration of Intern agents (under the auspices of the Principal agent) applying for 6 'show house' directional board Permit stickers. (Both must have been registered during the previous financial year).

The fee is lower than for new agents: **R1203,83 (Excl VAT) / R1384,40 (Incl VAT).**

NB: The rates reflected above include both the registration fee and the 6 directional permit stickers.

5. WHERE CAN I APPLY FOR REGISTRATION?

You can apply at your closest Municipal Office:

Cape Town Municipal Office – 2nd floor, Media City, Cnr Heerengracht Boulevard & Hertzog Boulevard, Cape Town

021 400 6533 – Natasha Baaitjies

(Natasha.Baaitjies@capetown.gov.za)

021 400 6521 – Surita Roberts

(Surita.Roberts@capetown.gov.za)

South Peninsula Municipal Office – Plessey Building, 3 Victoria Road, Cnr Main Road, Plumstead

021 850 4115 – Ntomboxolo Hantibi

(Ntomboxolo.Hantibi@capetown.gov.za)

Helderberg Municipal Office – Cnr Fagan) Street and Main Road, Strand

021 850 4115 – Ntomboxolo Hantibi

(Ntomboxolo.Hantibi@capetown.gov.za)

Kraaifontein Municipal Office – Civic Centre, Brighton Road, Kraaifontein

021 444 4904 – Wayne Isaacs

(Wayne.Isaacs@capetown.gov.za)

021 444 4907 – Kim Matthee

(Kim.Matthee@capetown.gov.za)

Blaauwberg Municipal Office – Milnerton Civic Centre, 87 Pienaar Road, Milnerton

021 444 0602 – Ronald Claasen

(Ronald.Claasen@capetown.gov.za)

Parow Municipal Office – Civic Centre, Voortrekker Road, Parow

021 400 6533 – Natasha Baaitjies

(Natasha.Baaitjies@capetown.gov.za)

021 400 6521 – Surita Roberts

(Surita.Roberts@capetown.gov.za)

6. HOW WILL I KNOW IF I HAVE CONTRAVENED ANY OF THE REGULATIONS?

You will either be sent an account from the City of Cape Town advising you of your contravention, or should you have not yet received an account, staff will be able to look up your record and advise you of any contraventions you have had (at the time of applying for annual re-registration).

7. WHAT IF I DON'T CONTRAVENE ANY RULES FOR THE YEAR?

If you don't contravene any rules for the year, the following year you will still need to pay the annual registration fee and the Application fee. There is no concession for agents that did not contravene the rules in the previous year.

8. WHAT IF I DON'T HAVE MY FIDELITY FUND CERTIFICATE YET?

You need only supply us with proof of application to the Board and provide a copy of the previous year's certificate (viz. a certificate for year 2023/24).

9. I AM A LETTING AGENT. DO I NEED TO REGISTER?

If you "let" properties and do not use City land when putting out your "to let" boards, then you do not need to register.

10. I AM A DEVELOPER OF PROPERTIES. DO I NEED TO REGISTER?

No. Developers are only permitted to put up one development board on the property they are developing. For a residential development the maximum size permitted is 3m². For a mixed use development (commercial and residential) only one board may be erected not exceeding 5m². No directional boards are permitted.

11. I AM AN AUCTIONEER, CAN I DISPLAY DIRECTIONAL BOARDS DURING THE WEEK, EVEN IF IT IS FOR 2 HOURS?

No. The rules for display are applicable to everyone, you may only display your auction directional boards on the weekend as the estate agents are required to do, in compliance with all of the By-Law rules. These are issued to each person when they get their permit stickers.

12. WHAT IF I MOVE TO ANOTHER AGENCY DURING THE YEAR?

You only need to register once a year and if you have already registered, then you need only come in to the office where you registered and amend your application form. You need to bring back the stickers to us and we will re-issue 6 new stickers with the new agency name free of charge.

Should you move agencies and not be able to bring your stickers back, all you will be required to do is to furnish the relevant office with an affidavit to this effect, as well as any new details of your agency and you will be issued with new stickers. Your previous permit number will then be cancelled and anyone found using that number will be committing an offence.

13. IF I HAVE 3 SHOWHOUSES ON SHOW ON A SUNDAY, HOW DO I ADVERTISE?

You may only use your 6 directional boards for the houses. You can either use 2 boards per property or you can advertise one of the properties in the newspaper, giving the address, (many agents are currently doing this), or you can advertise the directions to the house naming the closest road to the house instead of leading prospective buyers via the longest route.

14. WHAT IF MY STICKERS GET DAMAGED OR FADED?

The best way to protect your stickers is to either have them laminated, put them in a cover or use clear "magic" tape over them to protect them. However, if the sticker gets faded or damaged by the rain, you can bring in the sticker no. (E.g. no. 1, 3 or 6) and we will replace the sticker/s free of charge. **No copies may be made of the stickers** to be used on your boards.

16. MAY I MAKE PHOTOCOPIES OF THE PERMIT STICKERS AND USE THEM ON MY BOARDS?

No. It is an offence of the law to duplicate or photocopy your original permit stickers. ONLY the 6 original permit stickers issued to you may be used on any one of your directional boards.

Anyone found with photocopied or fraudulent stickers will be prosecuted.

- 17. CAN I USE MY STICKERS ON SOMEONE ELSE'S BOARDS?**
No. The name on the sticker must correlate with the name appearing on the directional show board.
- 18. WHAT IF MY BOARD IS STOLEN?**
You need to give the City a written affidavit, signed by a Commissioner of Oaths or by a police officer, stating where the board was stolen from, what date it was stolen as well as the number of the sticker that was attached to the board. The department will consider the merits and a replacement sticker will be issued free of charge.
- 19. WHAT TIME MAY MY BOARDS BE DISPLAYED?**
From 12:00 on a Saturday afternoon until 20:00 on a Sunday evening.
- 20. WHERE CAN I GET A COPY OF THE RULES FOR DISPLAY?**
The rules can be obtained from any of the above Municipal offices. They are also on the Institute of Estate Agents website, or they can be e-mailed or faxed to you.
A copy of the complete Outdoor Advertising and Signage By-Law is on the City of Cape Town's website: www.capetown.gov.za under 'By-Laws'. The rules are under Schedule 12 of the By-Law. Copies of the rules are also issued with all permit stickers when you collect them.
- 21. I AM A PRIVATE PROPERTY OWNER AND WANT TO SELL MY HOUSE, WHAT DO I HAVE TO DO?**
You do not need to pay an annual registration fee, but you will need to come in and pay the permit sticker fee of **R267,04 (Excl VAT) / R307,10 (Incl VAT)** if you wish to put up your directional boards for a 'private sale' and will be issued with **3** stickers.
Each sticker must be displayed on any directional board for the property concerned until the property has been sold. The permit shall be for a period of three months only. If the property is not sold within three months, then new permit stickers must be applied for. The permit stickers are not transferable. Any faded/damaged stickers may be replaced only on production of faded/damaged stickers, at no extra cost.
- 22. WHAT IF I HAVE A BACK TO BACK (SANDWICH) BOARD ON A STREET POLE, MUST I HAVE A STICKER ON BOTH OF THEM?**
No. This is defined as one board and you only require one sticker on such sign. The sticker, when affixed to a 'sandwich' board must be prominently displayed on the outside of the board and preferably on the edge and not in the middle of the board so as to be clearly visible.
- 23. AM I ALLOWED TO PUT UP A DIRECTIONAL BOARD ON A CIRCLE?**
No. Boards are not allowed to be put on circles or on centre meridians/islands e.g. directional boards may not be erected on the circles in Parklands or along the centre island of Blaauwberg Road for instance.
- 24. WHERE MUST MY "FOR SALE" AND "SOLD" BOARD BE POSITIONED ON A PROPERTY IN ORDER TO COMPLY WITH THE RULES?**
These boards must either be erected flush against the boundary wall of the property or may be affixed to the wall of the property. These signs may be erected at right angles to the boundary wall, but they must be erected in such a way that one edge of the sign is still flush against the wall and not away from the wall (**i.e. the board must still be 'touching' the wall even if it is at right angles**).
- 25. IF THERE IS NO BOUNDARY WALL HOW DO I KNOW WHERE THE BOUNDARY IS?**
On some properties there are small electrical boxes situated on the property, indicating the property boundary. A sign may be erected anywhere on the property behind this box. If there is no box on the property you are selling, then you can either check other properties in the same road to see whether there is a box on their property to check the alignment, or you can check other properties that have boundary fences or corner pegs to determine where to put your sign. The sign should be erected behind the alignment of other boundary walls in that street, on the property being marketed. As a general

indicator (other than neighbours walls), as the person selling a property, it is incumbent on you to know where the erf boundary is. If in doubt you should get a Land Surveyor to point out the pegs to you.

26. HOW FAR AWAY FROM THE ROAD VERGE MAY MY DIRECTIONAL SIGN BE?

No sign may be closer than 1,5m of the road verge.

27. WHAT HAPPENS IF MY BOARD IS REMOVED?

A board will only be removed by the City if it is found to be in contravention of any of the rules for display or displaying directional signs without permit stickers. You can contact the nearest Municipal office to determine whether the board was removed by our contractors or not. If the board was removed for a contravention you will be required to pay the removal charge first prior to your board being returned to you. For repeat contraventions, the City may withdraw your permission to display.

28. DOES THE CITY KEEP ANY EVIDENCE TO SHOW THAT MY BOARD WAS IN CONTRAVENTION OF THE RULES?

All boards that contravene the rules for display are retained as evidence by the City's contractors. The contractors keep a record of the sign, where and when it was removed and the nature of the contravention as a second source of evidence. In many cases a third source of evidence is a photograph prior to them removing the board. Should you wish to contest a contravention you may request to see the evidence of the contravention (A request for evidence is to be made within one month of the date billed/billing date).

29. WHAT ARE THE CHARGES FOR REMOVAL?

The removal charges are as follows:

(a) WEEK DAY Removal Charges (Mon-Fri):

For unauthorised signs <1m² and estate agent signs up to 400mm x 500mm:

Registered Estate Agents: charge per board is **R468,43 (Excl VAT) / R538,70. (Incl VAT)**

Unregistered Estate Agents: charge per board is **R937,74 (Excl VAT) / R1 078,40 (Incl VAT)**

(b) WEEKEND Removal Charges (Sat & Sun):

For unauthorised signs <1m² and estate agent signs up to 400mm x 500mm:

Registered Estate Agents: charge per board is **R937,74 (Excl VAT) / R1 078,40 (Incl VAT)**

Unregistered Estate Agents: charge per board is **R1 366,96 (Excl VAT) / R1 572,00 (Incl VAT)**

30. WHERE CAN I VIEW AND DOWNLOAD ADDITIONAL INFORMATION?

You can go to the following website and download the By-Law, Tariffs as well as all relevant Application forms and information:

www.capetown.gov.za/environmentandheritage

31. WHAT FORMS AND DOCUMENTS ARE AVAILABLE FOR PERMIT RENEWALS IN 2023/2024

- Application for New Registration / Renewal of: Fully Certified Agents, Auctioneers and Intern Agents Operating under the Auspices of a Registered Principal Agent
- Schedule 12 (By-Law) – Rules for Display
- Frequently Asked Questions (FAQs) for Property Marketing Agents
- Prohibited routes