

Navrae:  
Enquiries: Liezl Lubbe (Building Inspector)

Lêerverwysing:  
File Reference: 50937

Datum:  
Date: 30 July 2026



**BUILDING CONTROL / BOUBEHEER  
HERMANUS**

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**E-mail**

Dear Sir / Madam

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**NOTICE TO AFFECTED PERSONS**

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**ERF 2648, 97 CLARENCE DRIVE, BETTYS BAY: APPLICATION FOR SIGNAGE  
DEPARTURE: RUSHENKA DASRATH FOR PROVANTAGE (PTY) LTD obo TELKOM  
SA LTD**

Attached please find a self-explanatory notice for your attention.

Yours faithfully

---

Liezl Lubbe  
**BUILDING INSPECTOR**

**OVERSTRAND MUNICIPALITY****ERF 2648, BETTY'S BAY: APPLICATION FOR DEPARTURE: RUSHENKA DASRATH VIR PROVANTAGE (PTY) LTD (obo TELKOM SA LTD)**

Notice is hereby given in terms of Section 4.3 Overstrand Municipality By-Law on Outdoor Advertising and Signage 2011 for the following applications applicable to Erf 2648, Betty's Bay namely:

**Departure**

Application in terms of item 1.8.2 of the By-Law to advertise businesses not related to the property that the business operated on and the products processed, produced or sold thereon.

Application in terms of Schedule A Class 1d of the By-Law to erect an advertisement board on a permanent basis and not only a temporary basis as well as to increase the size of the billboard from 12m<sup>2</sup> to 18m<sup>2</sup> by submitting an EIA motivation as required

Full details regarding the proposal are available for inspection during weekdays between 08:00 and 16:30 at the Department : Building Control at 73 3rd Street, Kleinmond and the Kleinmond Library, 5th Street, Kleinmond as well as the Betty's Bay Library, 2649 Clarence Drive, Betty's Bay.

Any written comments must be submitted to the Municipality (16B Paterson Street, Hermanus / (f) 028 313 2822 / (e) [bcadmin@overstrand.gov.za](mailto:bcadmin@overstrand.gov.za)) on or before **3 September 2026**, quoting your name, address and contact details, interest in the application and reasons for comment. Telephonic enquiries can be made to the **Building Inspector, Ms. L Lubbe** at 028 313 8089. The Municipality may refuse to accept comment received after the closing date. Any person who cannot read or write may visit the Building Control Department where a Municipal official will assist them to formulate their comment.

Please note that in terms of the Protection of Personal Information Act (POPIA), you will be entering into a public process and as such agree and consent to your name, surname, contact details and comment(s) may be disclosed / used in the (application) process.

Dr DGI O'Neill  
Municipal Manager / Munisipale Bestuurder / Umphathi Kamasipala  
P.O. Box / Posbus / Ibhokisi yePosi 20 HERMANUS 7200

**OVERSTRAND-MUNICIPALITEIT****ERF 2648, BETTYSBAAI: AANSOEK OM AFWYKING: RUSHENKA DASRATH VIR PROVANTAGE (PTY) LTD (namens TELKOM SA LTD)**

Kennis word hiermee ingevolge artikel 4.3 van Overstrand Munisipaliteit Verordening oor Buitelugreklame en Advertensieborde 2011 gegee vir die volgende aansoeke van toepassing op Erf 2648, Bettysbaai, naamlik:

**Afwyking**

Aansoek ingevolge item 1.8.2 van die Verordening om besighede te adverteer wat nie op die eiendom waarop die besighede bedryf word en die produkte wat daarop verwerk, geproduseer of verkoop word, betrekking het nie.

Aansoek ingevolge Skedule A Klas 1d van die Verordening om 'n advertensiebord op te rig op 'n permanente grondslag en nie net 'n tydelike grondslag nie, asook om die grootte van die reklamebord vanaf 12 m<sup>2</sup> tot 18 m<sup>2</sup> te vergroot deur 'n OIS-motivering in te dien soos vereis word.

Vollige besonderhede oor die voorstel is op weekdae tussen en 08:00 en 16:30 by die Departement: Boubeheer te 3de Straat, 73, Kleinmond en die Kleinmond Biblioteek, 5de Straat, Kleinmond, asook die Bettysbaai Biblioteek, Clarencerylaan 2649, Bettysbaai ter insae beskikbaar.

Enige skriftelike kommentaar moet voor of op **3 September 2026** by die munisipaliteit (Patersonstraat 16B, Hermanus / (f) 028 313 2822 / (e) [bcadmin@overstrand.gov.za](mailto:bcadmin@overstrand.gov.za)) ingedien word en u naam, adres en kontakbesonderhede, belang by die aansoek en redes vir kommentaar bevat. Telefoniese navrae kan aan die **Bou-inspekteur, me L Lubbe**, op 028 313 8089 gerig word. Die munisipaliteit kan weier om kommentaar te aanvaar wat ná die sluitingsdatum ontvang word. Enige persoon wat nie kan lees of skryf nie, kan die Boubeheerdepartement besoek, waar 'n munisipale amptenaar hulle sal help om hulle kommentaar te formuleer.

U aandag word gevestig op die Bepalinge van die "POPI" Wet, en aggesien u opmerking deel sal uitmaak van 'n openbare deelname proses, u derhalwe toestem dat u naam, van en kontakbesonderhede openbaar gemaak mag word.

**UMASIPALA WASE-OVERSTRAND****ERF 2648, BETTY'S BAY: ISICELO SOKUPHAMBUKA: RUSHENKA DASRATH VIR PROVANTAGE (PTY) LTD (obo TELKOM SA LTD)**

Isaziso sinikezelwa ngokwemigaqo yeCandelo 4.3 loMthetho kaMasipala wase-Overstrand ongemiqathango yeNtengiso yaNgaphandle neMiqondiso ka-2011 malunga nezicelo zilandelayo ezisebenza kwi-Erf 2648, Betty's Bay, ezizezi:

**Ukuphambuka (Departure)**

Isicelo ngokwemigaqo yenqaku 1.8.2 loMthetho kaMasipala sokuvumela ukubhengezwa kwamashishini angahambelaniyo nendawo apho ishishini lisebenza khona, kwakunye neemveliso ezenziwa, eziveliswayo okanye ezithengiswa apho.

Isicelo ngokungqinelana neShedyuli A, Udidi 1(d) loMthetho kaMasipala sokumisa ibhodi yentengiso ngokusisigxina, hayi okwethutyana kuphela, kwanokwandisa ubungakanani bebhilibhodi ukusuka kwi-12m<sup>2</sup> ukuya kwi-18m<sup>2</sup> ngokungenisa isizathu se-EIA njengoko kufunekayo.

Iinkcukacha ezipelelelwe malunga nesi siphakamiso ziyafumaneka ukuze zihlowe ngentsuku zokusebenza phakathi kwentsimbi ye-08:00 neye-16:30 kwiSebe: ulawulo lweZakhiwo kwa-73 3rd Street, Kleinmond, nakwiThala leeNcwadi laseKleinmond, 5th Street, Kleinmond, kwakunye neThala leeNcwadi laseBetty's Bay, 2649 Clarence Drive, Betty's Bay.

Naziphi na izimvo ezibhalileyo mazingeniswe kuMasipala (16B Paterson Street, Hermanus / (f) 028 313 2822 / (e) [bcadmin@overstrand.gov.za](mailto:bcadmin@overstrand.gov.za)) ngomhla okanye ngaphambi ko-**3 September 2026**, uqhaphela igama lakho, idilesi neenkukacha zonxibelelwano, umdla wakho kwesi sicelo kunye nezizathu zezimvo zakho. Imibuzo ngomnxeba ingenziwa ku**Mholi weZakhiwo, uNksk. L Lubbe** kule nombolo 028 313 8089. UMasipala unelungelo lokwala ukwamkela izimvo ezifike emva komhla wokuvulwa. Nabani na ongakwaziyo ukufunda okanye ukubhala angandwendwela iSebe loLawulo lweZakhiwo apho igosa likaMasipala liya kumnceda ekubhaleni izimvo zakhe.

Nceda uqhaphela ukuba le miba imayela noMthetho Okhusela Ingxelo Ngomntu(POPIA), iza kungena kwinkqubo kawonkewonke ngoko ke uvumelana kwaye unika imvume yokusebenzisa igama lakho, ifani, iinkcukacha ofumaneka kuzo ezinokudizwa/eziza kusetyenziswa kwinkqubo (yokufaka isicelo).

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03/12/2025

# MOTIVATING MEMORANDUM

## APPLICATION TYPE:

3x6 BILLBOARD

## PROPERTY DESCRIPTION:

REMAINING EXTENT OF ERF 2648  
BETTY'S BAY  
OVERSTRAND LOCAL MUNICIPALITY

## PREPARED BY:

**OUTDOOR NETWORK OUT OF HOME MEDIA (PTY) LTD**

## **MOTIVATION FOR A PROPOSED BILLBOARD WITHIN A HERITAGE OVERLAY ZONE ALONG A ROUTE OF REGIONAL SCENIC SIGNIFICANCE AND BYLAW DEPARTURE**

### **ABOUT THE SITE**

The site in question belongs to Telkom, as a state-owned company, Telkom occupies a unique position for commercial viability and public service delivery. The proposed billboard supports both dimensions.

The proposed Billboard site is included in Telkom's National Project to roll out Billboard structures as a source of revenue to the state-owned enterprise. The billboard will serve as a dual-use platform supporting both commercial advertising and free or subsidized space for public service announcements, including messages about Telkom's own public initiatives. We have a revenue-sharing model or rental agreement that offers Telkom a non-intrusive, passive income stream, requiring no alteration to the site's core operations. This aligns with efforts to optimize the use of state assets while maintaining Telkom's infrastructure integrity and becoming a source of revenue for Telkom.

This is a highly visible site, making it ideal for impactful communication. By leveraging this position, the billboard becomes a high-value asset for both Telkom and public stakeholders.

The structure will promote economic empowerment, as we are committed to providing this platform for advertising to local businesses, SMMEs, QSE's, Large Enterprises and community-based initiatives, thus contributing to economic inclusion and local upliftment goals that echo the government's national development plan.

This initiative complements Telkom's image as a state-owned enterprise, and as a forward-thinking, people-centered organization that leverages its assets for public good, infrastructure growth, and national progress.

### **DEPARTURE MOTIVATION**

#### **Section 1.7- Areas of Sensitivity, a Billboard placed within an Environmental Overlay Zone as advised by Overstrand Municipality**

We have noted and are aware of the sites heritage and environmental sensitivities, and in line with the Overstrand Zoning Scheme, Municipal Spatial Development Framework, and the applicable policies governing scenic routes and heritage overlays.

The primary intent of our Billboard is to:

- Promote culturally significant, local events and heritage tourism,
- Support economic activity through locally relevant advertising, and
- Reflect and uphold the unique coastal and historical identity of Overstrand region.

The attached motivation statement outlines the following key considerations:

- Design sensitivity: The Billboard will be visually unobtrusive, non-illuminated, and sympathetic to both natural and built heritage character.
- Heritage alignment: The messaging and imagery will support public viewers with the area's heritage and scenic value.
- The location has been selected for its visibility and commercial relevance, considering the scenic components of the area.

### **Why This Billboard Deserves Support:**

#### **1. Respectful Integration with Heritage Aesthetics**

The proposed billboard will be static (non-digital, non-scrolling, non-flashing) and will feature a carefully considered design that complements the architectural tone of the heritage area. Our intent is not to impose, but to integrate. We have consulted design professionals to ensure the structure blends with the built environment.

#### **2. Community-Oriented Purpose**

This billboard will serve not only commercial clients but also community-focused messaging including local events, public service announcements, municipal updates, and cultural celebrations. This ensures that the platform actively supports and informs the community in ways that foster pride and participation.

#### **3. Economic Upliftment and Local Business Support**

The visibility provided by the billboard can be a powerful tool for small, local businesses—many of which operate in and around the heritage zone. Affordable, accessible advertising helps drive foot traffic and supports economic sustainability for entrepreneurs who are part of the area's cultural fabric.

#### **4. Responsible Placement and Maintenance**

The billboard will be installed in a location with minimal disruption to sightlines or pedestrian access and maintained to the highest standards. We are open to controls, and regular insight by heritage officials to ensure compliance.

#### **5. Balanced Modernization**

While we deeply value the historic nature of the heritage overlay zone, we also recognize the need for balanced development that reflects a dynamic, living city. Static billboards, when thoughtfully designed and responsibly managed, offer a way to connect past and present in a respectful and functional manner.

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### **Section 1.8.2- Limitation to On-Site Business**

*“Signs on a property may only relate to the business operated thereon and the products processed, produced or sold thereon.”*

#### **Motivation for Departure**

The proposed billboard forms part of Telkom’s national initiative to optimize state-owned assets for revenue generation and public service messaging. Restricting signage to only on-site business activities would prevent:

- **Public service announcements** (e.g., municipal updates, emergency alerts, heritage tourism campaigns).
- **Economic empowerment** through affordable advertising for local businesses and SMMEs.
- **Community engagement** via cultural and social event promotion.

This departure enables dual-purpose platform, commercial advertising and community benefit without interfering with Telkom’s core operations. It aligns with municipal objectives for economic upliftment and inclusive development. We therefore request to depart from Section 1.8.2 of the bylaw and be allowed to install a 3x6 Billboard on Telkom property.

### **Schedule A- Class 1 d-Medium Billboards**

#### **2. Schedule A – Class 1d**

*“Billboards will only be permitted on a temporary basis not exceeding six months, and shall only be utilized for the advertising of specific events of a civic, cultural, religious, social, sporting, welfare or fundraising-related nature; will have a maximum sign size of 12m<sup>2</sup>, subject to approval of environmental impact assessments for signs exceeding 12m<sup>2</sup> in area; and may only be located in a position approved by the Municipality.”*

The proposed structure on Erf 2648- Bettys Bay will need to depart from the following Bylaw requirements:

1. The Billboard we have proposed falls within Class 1 d-Medium Billboards as per Schedule A of the Overstrand Outdoor Advertising Bylaw. However as stipulated in the Bylaw the maximum size sign is 12m<sup>2</sup>.  
We would therefore like to depart from the size restriction under Schedule A and propose a 3x6 Double sided static Billboard on Erf 2648 at Bettys Bay. The Billboard in question will be beneficial to the Bettys Bay area, in that the structure is aesthetically pleasing and conforms to traffic safety standards. The Billboard will have no Visual Intrusion by the introduction of a Billboard in this area as the Signage design will be professionally designed to harmonize with the visual context of the area and is non-illuminated.
2. A 3x6 sized Billboard is supported and a permitted size as per Class 1(d) as per SAMOAC.

#### **Motivation for Departure**

- **Temporary Basis & Event-Specific Use:**  
-Limiting billboards to six months and event-specific advertising does not accommodate:

- Continuous **community messaging** (heritage awareness, safety campaigns).
- Sustainable **revenue generation** for Telkom and local enterprises.

A permanent, static billboard ensures **long-term economic viability** and **consistent public communication**, while remaining visually unobtrusive and heritage sensitive.

- **Size Restriction (12m<sup>2</sup>):**
  - The proposed **3x6m double-sided billboard (18m<sup>2</sup> per face)** exceeds the 12m<sup>2</sup> limit. The justification to depart from a 12m<sup>2</sup> structure is as follows:

**Justification:**

- Improved readability and safety for motorists.
- Consolidated communication reduces visual clutter compared to multiple smaller signs.
- Proportional design ensures harmony with the scenic and heritage context.

**Why this Billboard Size should be permitted:**

**1. Enhanced Visibility for Public Messaging and Community Benefit**

A larger billboard allows for clearer, more legible content, especially for drivers or pedestrians viewing from a distance. This directly improves the effectiveness of public announcements, municipal campaigns, emergency alerts, and community engagement notices, not just commercial advertisements.

**2. Improved Safety and Readability**

A larger display can accommodate content that adheres to optimal font sizes, spacing, and layout, reducing driver distraction and minimizing the need for prolonged glances. This enhances road safety, especially in high-traffic or fast-moving zones.

**3. Economic Upliftment and Support for Local Enterprises**

With increased size, it offers more exposure opportunities to small and medium-sized local businesses. This democratizes access to advertising and supports the local economy without the need for multiple smaller signs that clutter the area.

**4. Design and Aesthetic Considerations**

The proposed increase in size is proportional and tastefully designed, maintaining visual harmony with its surroundings. Modern billboard structures can be both functional and visually appealing, especially when aligned with urban design principles or adjacent architectural elements.

**5. Efficient Use of Space**

Instead of adding more billboards (which could lead to visual pollution), increasing the size of one structure allows for consolidated communication. This supports both municipal efforts to manage visual clutter and ensures that heritage or zoning integrity is preserved.

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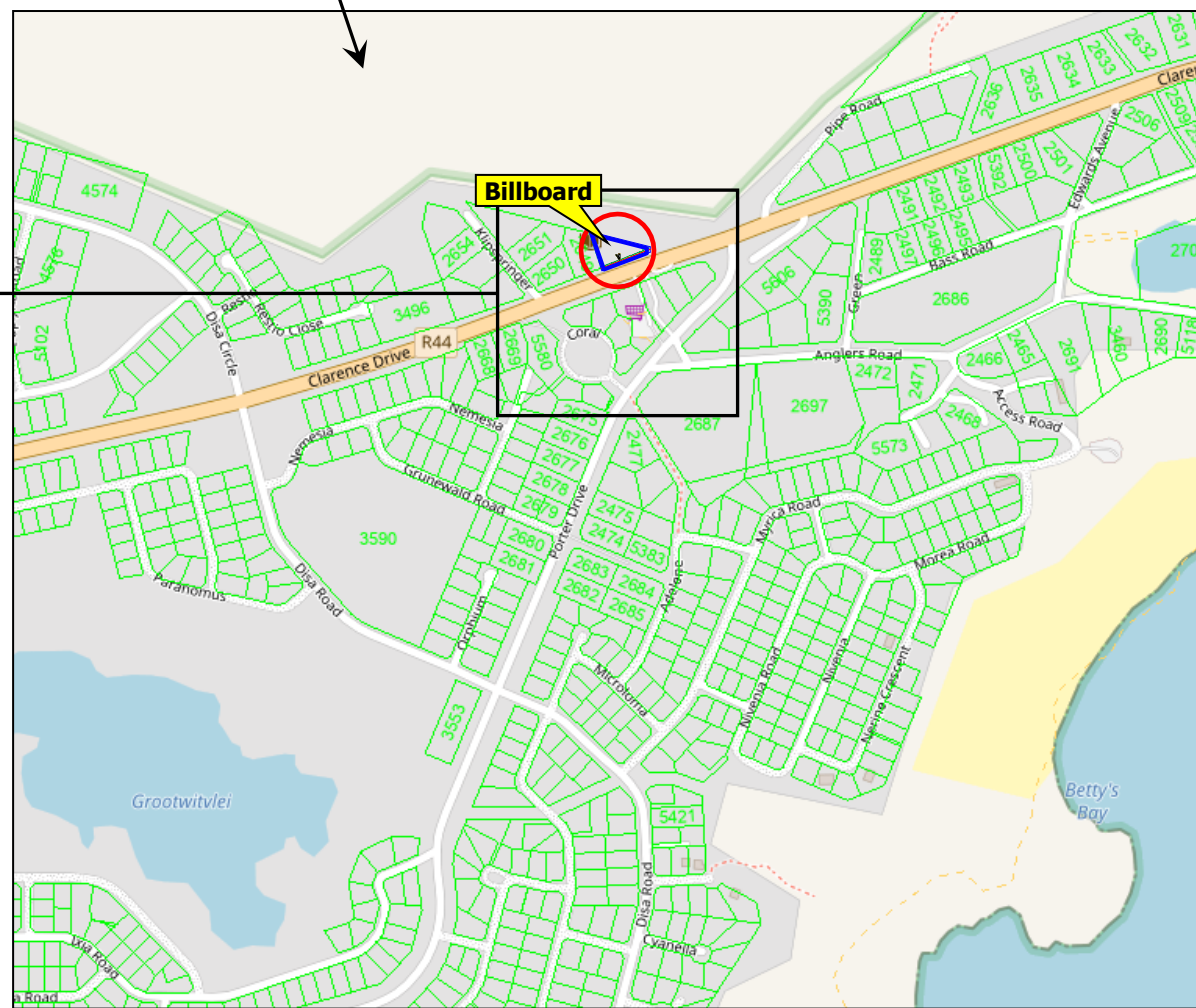
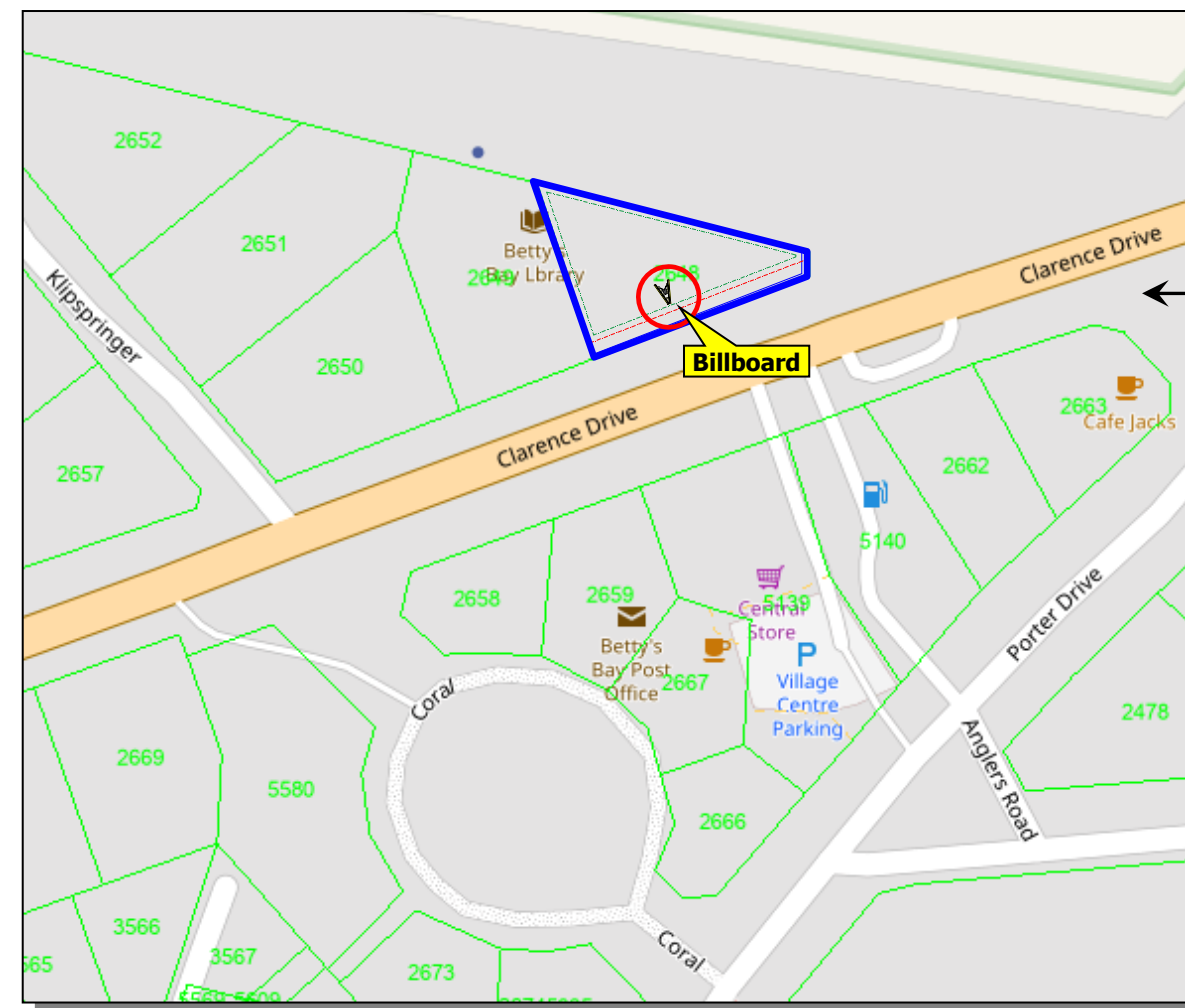
## Conclusion

The requested departures are essential to achieve a balanced approach that:

- Respects the heritage and scenic character of Betty's Bay.
- Supports municipal goals for economic upliftment and community engagement.
- Provides a safe, aesthetically sensitive, and functional communication platform.

I trust that the above motivation for a 3x6 Double sided Static Billboard on Erf 2648- Bettys Bay will be favourably considered.

***For: Outdoor Network Out of Home Media (Pty)Ltd***



Provantage House  
7 York Street  
Kensington B  
2194

Tel: 0861 776 826  
Cell: 078 820 1039  
DineoM@provantage.co.za  
www.on.co.za

## LOCALITY MAP

**SITE NAME:**  
**BETTYS BAY EXCHANGE**

**SITE NUMBER:**  
--

| Revision | Date       | Drawn by | Reason for Revision    |
|----------|------------|----------|------------------------|
| Rev. 1   | 18/02/2025 | W. Botha | First Issue            |
| Rev. 2   | 3/12/2025  | W. Botha | Title Deed Restriction |

**NOTES:**  
**NEW OUTDOOR ADVERTISING APPLICATION**

➤ Signage Size – 3,0m (h) x 6,0m (w) = 18,0m<sup>2</sup> / side  
**Total – 36,0m<sup>2</sup>**

- Double sided signage
- Static display both sides
- Free standing structure

**PROPERTY DESCRIPTION:**  
**Remaining Extent of Erf 2648**  
**Betty's Bay**  
**Overstrand Local Municipality**

**COORDINATES:**  
**Lats: 34° 21' 21,9" S / 34,356092° S**  
**Longs: 18° 53' 55,6" E / 18,898765° E**

**PROJECT:**  
Advertising Structure Application

**ADDRESS:**  
Bettys Bay Exchange – Clarence Drive opposite  
Caltex filling station & next to the library



Scale: As Shown Date: December '25

Site Locality  
Page 1 of 12

**Drawing No.**  
**ON-25-06**



Provantage House  
7 York Street  
Kensington B  
2194

Tel: 0861 776 826  
Cell: 078 820 1039  
DineoM@provantage.co.za  
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## SG DIAGRAM

SITE NAME:  
**BETTYS BAY EXCHANGE**

SITE NUMBER:  
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### NOTES:

#### NEW OUTDOOR ADVERTISING APPLICATION

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### PROJECT:

Advertising Structure Application

### ADDRESS:

Bettys Bay Exchange – Clarence Drive opposite  
Caltex filling station & next to the library



082 852 2253  
086 685 8519  
whbotha@mweb.co.za

Scale: As Shown Date: December '25

SG Diagram Drawing No.  
Page 2 of 12 ON-25-06

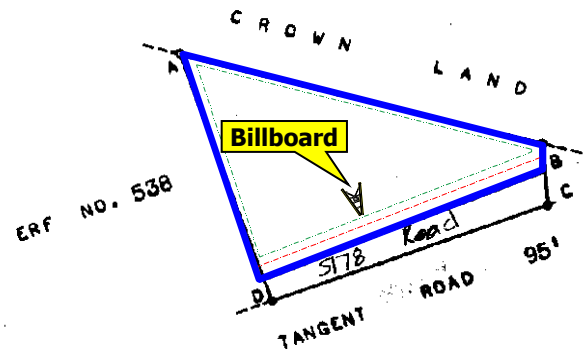
## General Plan T.P. 429 L.D.

| SIDES<br>Cape Feet | ANGLES      |
|--------------------|-------------|
| A B 225.00         | A 55°58'30" |
| B C 38.03          | B 107 00 50 |
| C D 175.35         | C 107 00 40 |
| D A 162.27         | D 90 00 00  |

S.G. No. 4066/43

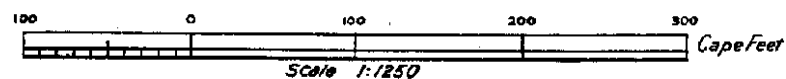
Approved

*A. R. Murray*  
Surveyor-General.  
21-10-1943



### Description of Beacons

A B C D 1/2" iron pegs.



The figure A B C D

represents 18319 Square Feet of land being

ERF No. 537

BETTY'S BAY TOWNSHIP ( Extension No. 1)

Situate in the Division of Caledon,

Province of Cape of Good Hope.

Surveyed in December - February 1942 by me

*A. R. Murray*  
Land Surveyor.

This diagram is annexed to  
the Survey of the  
Province of South Africa  
No. 15388  
of 1943.

S.G. File No. S. 13048/3/3

Survey Records No. E. 745/1942

General Plan T.P. 429 L.D.

Registrar of Deeds.

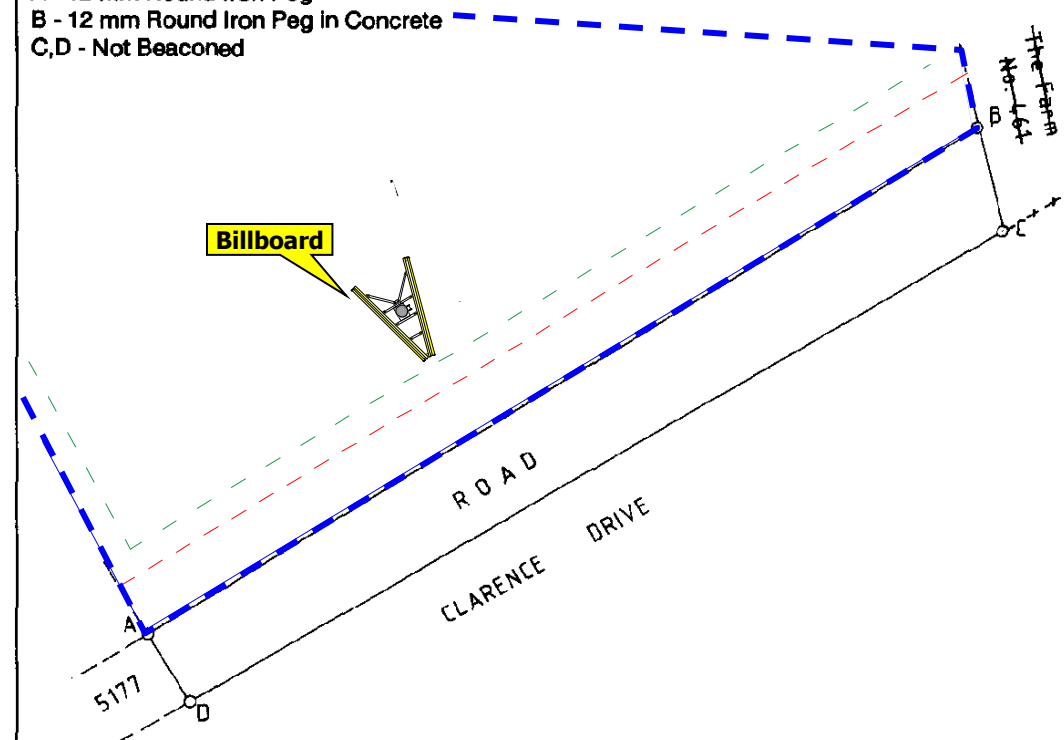
N/S 361

FOR ENDORSEMENTS  
SEE BACK OF DIAGRAM

| SIDES<br>Metres | ANGLES OF<br>DIRECTION | Y   | CO-ORDINATES<br>System | Lo18° X | S.G. No.   |
|-----------------|------------------------|-----|------------------------|---------|------------|
| AB 57,07        | Constant               | +   | 0,00                   | +       | 3000000,00 |
| BC 6,35         | 248 52 30              | A + | 9271,54                | +       | 802879,37  |
| CD 55,20        | 357 09 50              | B + | 9218,30                | +       | 802858,81  |
| DA 4,83         | 70 07 30               | C + | 9217,99                | +       | 802865,15  |
|                 | 160 09 20              | D + | 9269,90                | +       | 802883,92  |
|                 | 131 Stoney Point       | Δ + | 9775,49                | +       | 804821,54  |
|                 | 134 Blomhuis           | Δ + | 3045,18                | +       | 802546,44  |

### Beacon Descriptions

A - 12 mm Round Iron Peg  
B - 12 mm Round Iron Peg in Concrete  
C,D - Not Beacons



Scale 1:400

The figure A B C D

represents 305 Square Metres

Erf 5178, Portion of Erf 2648 BETTY'S BAY

of land being

situate in Municipality of Betty's Bay, in Betty's Bay Township Extension No. 1

Administrative District of Caledon

Province of Cape of Good Hope

Surveyed in February - May 1990

by me,

*A. R. Murray*  
Professional Land Surveyor

This diagram is annexed to

No. 15862/91  
dated  
i.f.o.

Registrar of Deeds

The original diagram is

No. 4066/43 annexed to  
Transfer/Grant  
No. 1943 - - 15388

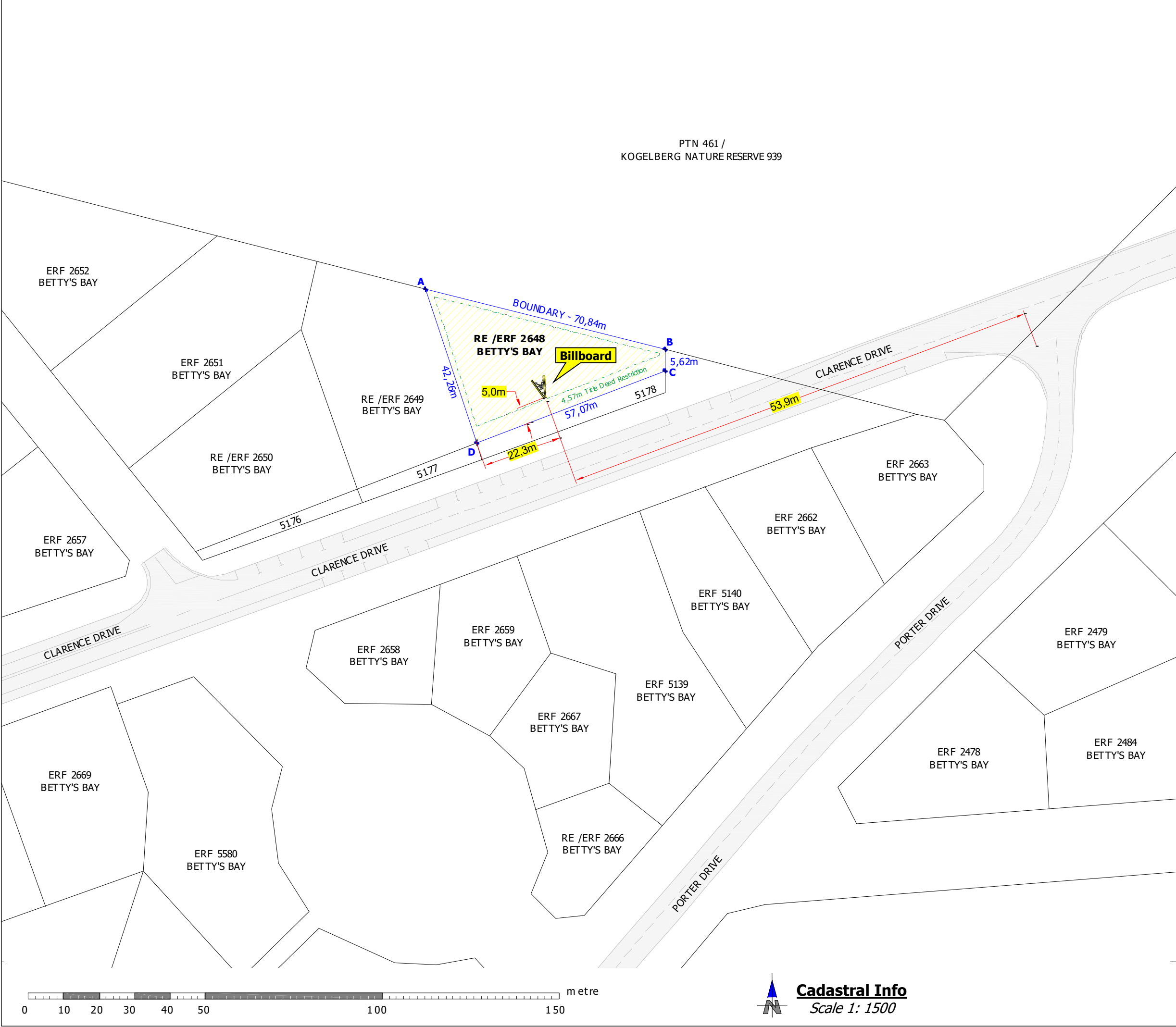
File No. CLDN MF

S.R. No. E1994/90  
Comp. AH - 4 BD (Y12) (361)  
AH - 4 BD (Y14)

General Plan T.P. 429

## SG Diagram

Chief Surveyor General



Provantage House  
7 York Street  
Kensington B  
2194

Tel: 0861 776 826  
Cell: 078 820 1039  
DineoM@provantage.co.za  
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**CADASTRAL INFO**

**SITE NAME:**  
**BETTYS BAY EXCHANGE**

**SITE NUMBER:**  
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| Revision | Date       | Drawn by | Reason for Revision    |
|----------|------------|----------|------------------------|
| Rev. 1   | 18/02/2025 | W. Botha | First Issue            |
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**NOTES:**

**NEW OUTDOOR ADVERTISING APPLICATION**

➤ Signage Size – 3,0m (h) x 6,0m (w) = 18,0m² / side  
**Total – 36,0m²**

➤ Double sided signage  
➤ Static display both sides  
➤ Free standing structure

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Overstrand Local Municipality**

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Advertising Structure Application

**ADDRESS:**

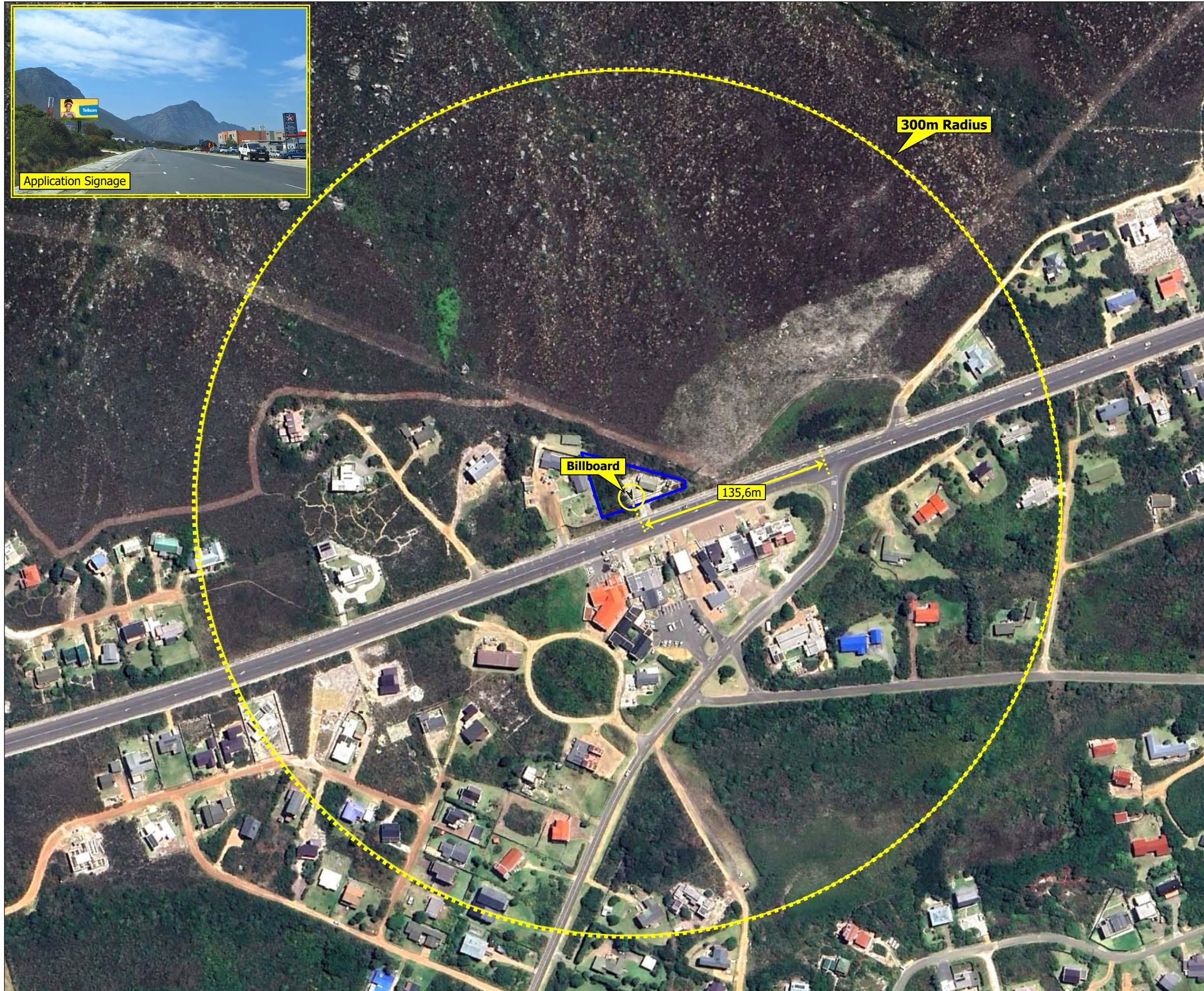
Bettys Bay Exchange – Clarence Drive opposite  
Caltex filling station & next to the library



|                                |                                       |
|--------------------------------|---------------------------------------|
| Scale: As Shown                | Date: December '25                    |
| Cadastral Info<br>Page 3 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |



Application Signage



**NOTE:**  
– No existing 3<sup>rd</sup> party outdoor advertising structures within a 300m radius from the application signage



**Aerial Photograph – 300m Radius**  
*Surrounding billboard in the area*



**OUTDOOR  
NETWORK**

Provantage House  
7 York Street  
Kensington B  
2194

Tel: 0861 776 826  
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DineoM@provantage.co.za  
www.on.co.za

## AERIAL – 300m Radius

**SITE NAME:**

**BETTYS BAY EXCHANGE**

**SITE NUMBER:**

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Betty's Bay  
Overstrand Local Municipality**

**COORDINATES:**

**Lats: 34° 21' 21,9" S / 34,356092° S  
Longs: 18° 53' 55,6" E / 18,898765° E**

**PROJECT:**

Advertising Structure Application

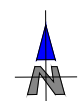
**ADDRESS:**

Bettys Bay Exchange – Clarence Drive opposite  
Caltex filling station & next to the library



☎ 082 852 2253  
☎ 086 685 8519  
✉ whbotha@mweb.co.za

|                             |                                       |
|-----------------------------|---------------------------------------|
| Scale: As Shown             | Date: December '25                    |
| 300m Radius<br>Page 4 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |



**Aerial Photograph – 80m Radius**  
Road signs in the area



**OUTDOOR  
NETWORK**

Provantage House  
7 York Street  
Kensington B  
2194

Tel: 0861 776 826  
Cell: 078 820 1039  
DineoM@provantage.co.za  
www.on.co.za

## AERIAL – 80m Radius

**SITE NAME:**

**BETTYS BAY EXCHANGE**

**SITE NUMBER:**

--

| Revision | Date       | Drawn by | Reason for Revision    |
|----------|------------|----------|------------------------|
| Rev. 1   | 18/02/2025 | W. Botha | First Issue            |
| Rev. 2   | 3/12/2025  | W. Botha | Title Deed Restriction |

**NOTES:**

### NEW OUTDOOR ADVERTISING APPLICATION

➤ Signage Size – 3,0m (h) x 6,0m (w) = 18,0m<sup>2</sup> / side  
**Total – 36,0m<sup>2</sup>**

- Double sided signage
- Static display both sides
- Free standing structure

**PROPERTY DESCRIPTION:**

**Remaining Extent of Erf 2648  
Betty's Bay  
Overstrand Local Municipality**

**COORDINATES:**

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|                            |                                       |
|----------------------------|---------------------------------------|
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| 80m Radius<br>Page 5 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |



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## AERIAL – Close-Up

**SITE NAME:**  
**BETTYS BAY EXCHANGE**

**SITE NUMBER:**  
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|----------|------------|----------|------------------------|
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**PROJECT:**

Advertising Structure Application

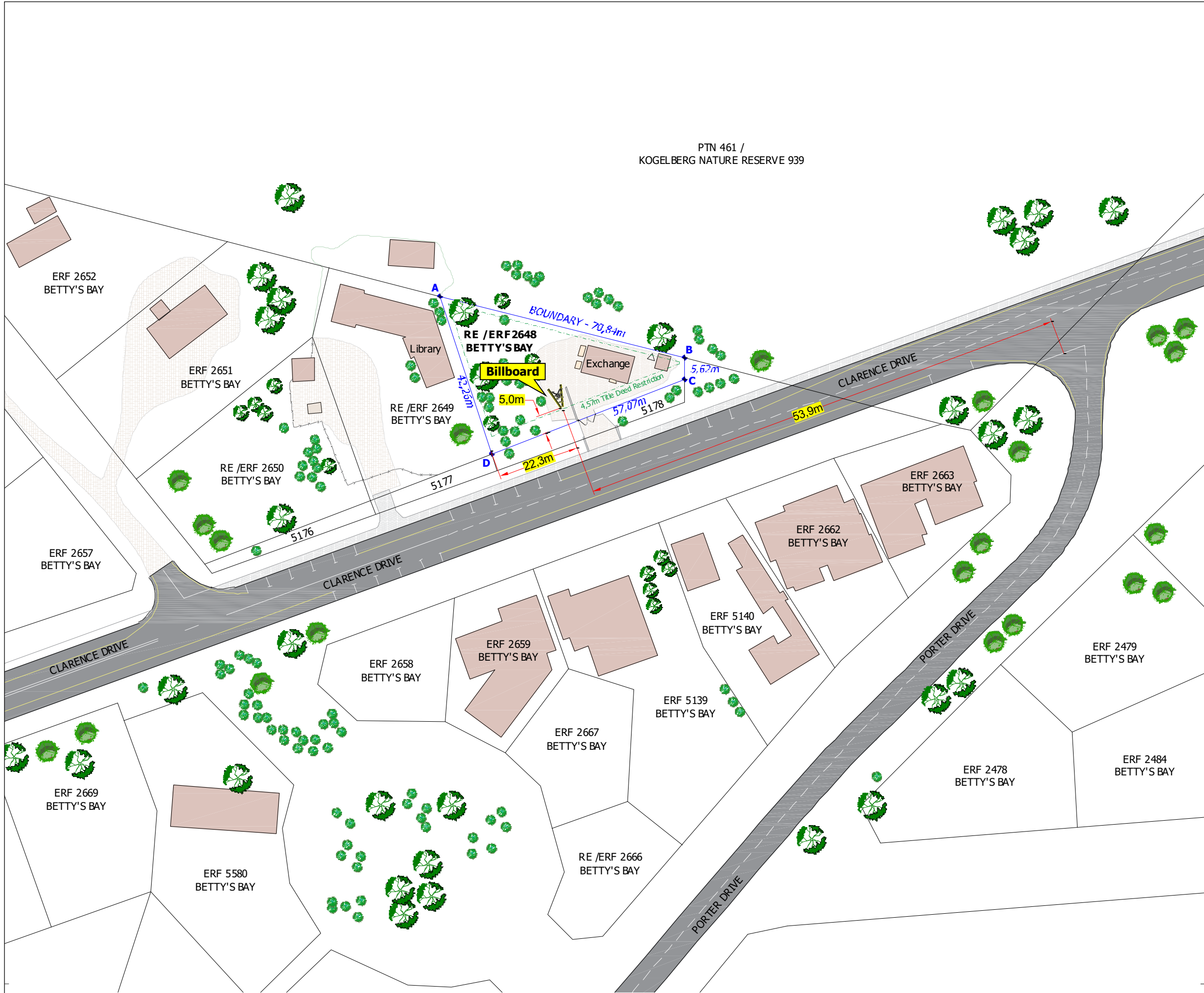
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086 685 8519  
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|                                   |                                       |
|-----------------------------------|---------------------------------------|
| Scale: As Shown                   | Date: December '25                    |
| Aerial – Close-Up<br>Page 6 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |



PTN 461 /  
KOGELBERG NATURE RESERVE 939



Provantage House  
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2194  
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**SITE PLAN**

**SITE NAME:**  
**BETTYS BAY EXCHANGE**

**SITE NUMBER:**  
--

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|----------|------------|----------|------------------------|
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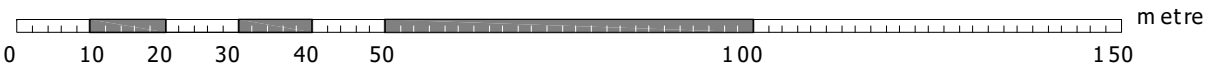
Advertising Structure Application

**ADDRESS:**

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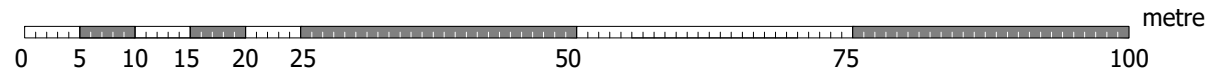


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**Site Plan**  
Scale 1: 1500

|                           |                                       |
|---------------------------|---------------------------------------|
| Scale: As Shown           | Date: December '25                    |
| Site Plan<br>Page 7 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |



**Site Plan – Detail**  
Scale 1: 500



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Kensington B  
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**SITE PLAN - Detail**

**SITE NAME:**  
**BETTYS BAY EXCHANGE**

**SITE NUMBER:**  
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| Revision | Date       | Drawn by | Reason for Revision    |
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**Remaining Extent of Erf 2648  
Betty's Bay  
Overstrand Local Municipality**

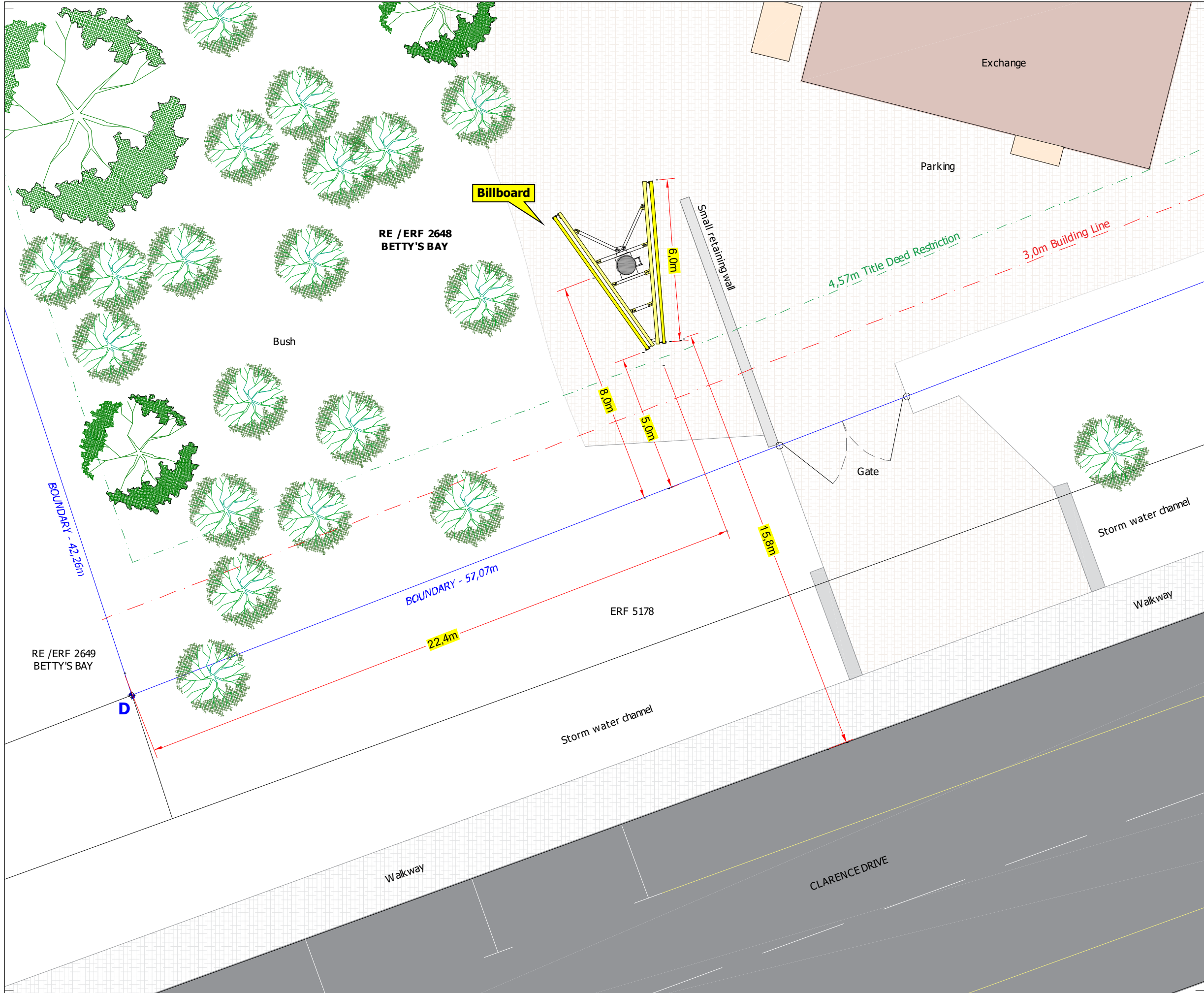
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**PROJECT:**  
Advertising Structure Application

**ADDRESS:**  
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whbotha@mweb.co.za

Reg Nr: 1997 / 005428 / 23



Site Plan – Close-Up  
Scale 1: 200



OUTDOOR  
NETWORK

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SITE PLAN - Detail

SITE NAME:

BETTYS BAY EXCHANGE

SITE NUMBER:

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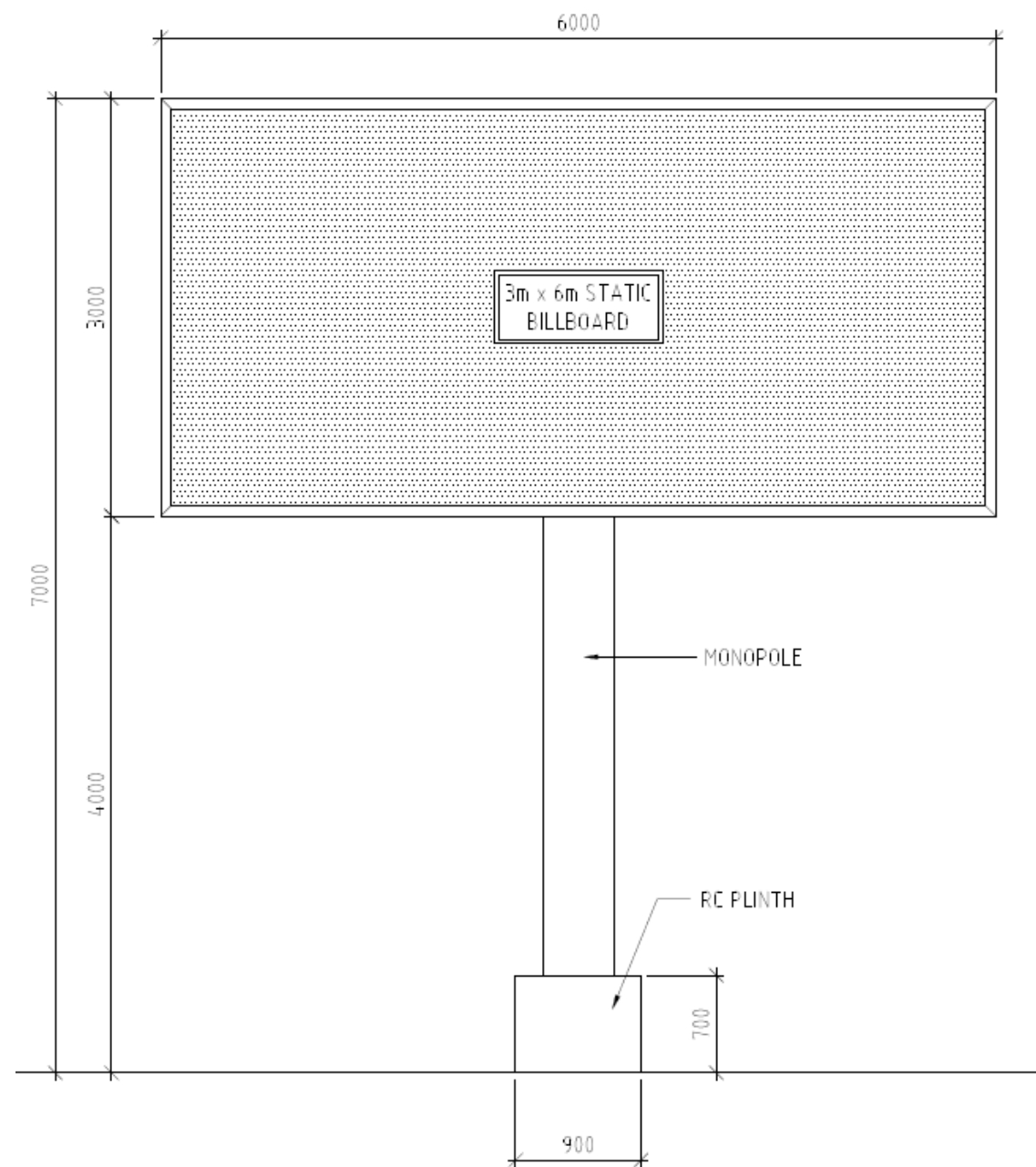
☎ 082 852 2253  
☎ 086 685 8519  
✉ whbotha@mweb.co.za

Scale: As Shown

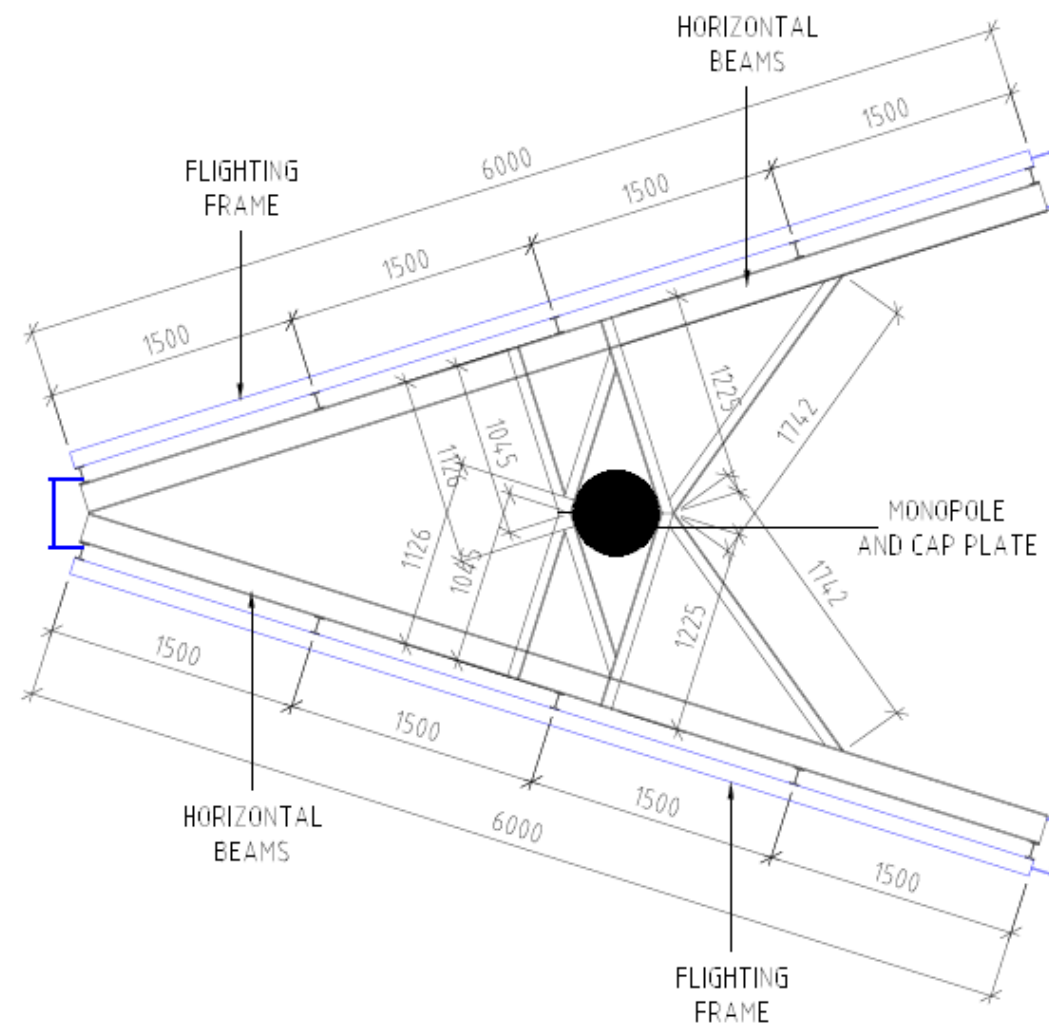
Date: December '25

Plan – Close-Up  
Page 9 of 12

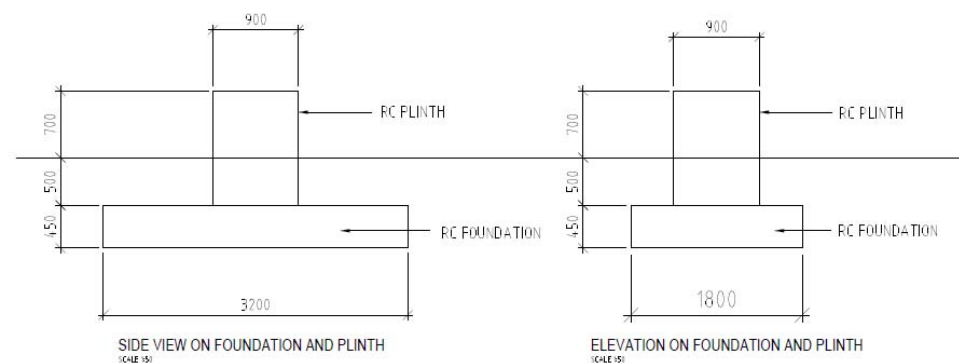
Drawing No.  
**ON-25-06**



ELEVATION ON A-FACE - DRIVERS LEFT  
SCALE 1:50

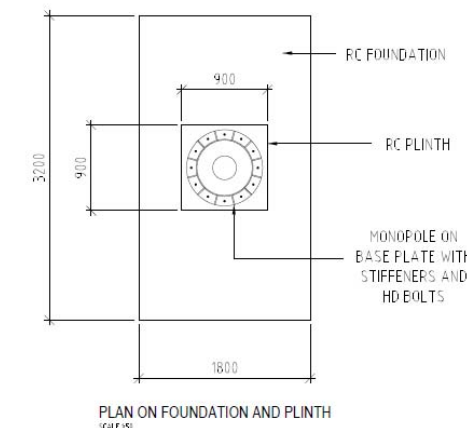


PLAN ON STRUCTURE  
SCALE 1:50



SIDE VIEW ON FOUNDATION AND PLINTH  
SCALE 1:50

ELEVATION ON FOUNDATION AND PLINTH  
SCALE 1:50



PLAN ON FOUNDATION AND PLINTH  
SCALE 1:50



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## ENGINEER'S DESIGN

SITE NAME:

**BETTYS BAY EXCHANGE**

SITE NUMBER:

--

| Revision | Date       | Drawn by | Reason for Revision    |
|----------|------------|----------|------------------------|
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NOTES:

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Scale: As Shown

Date: December '25

Engineer's Design

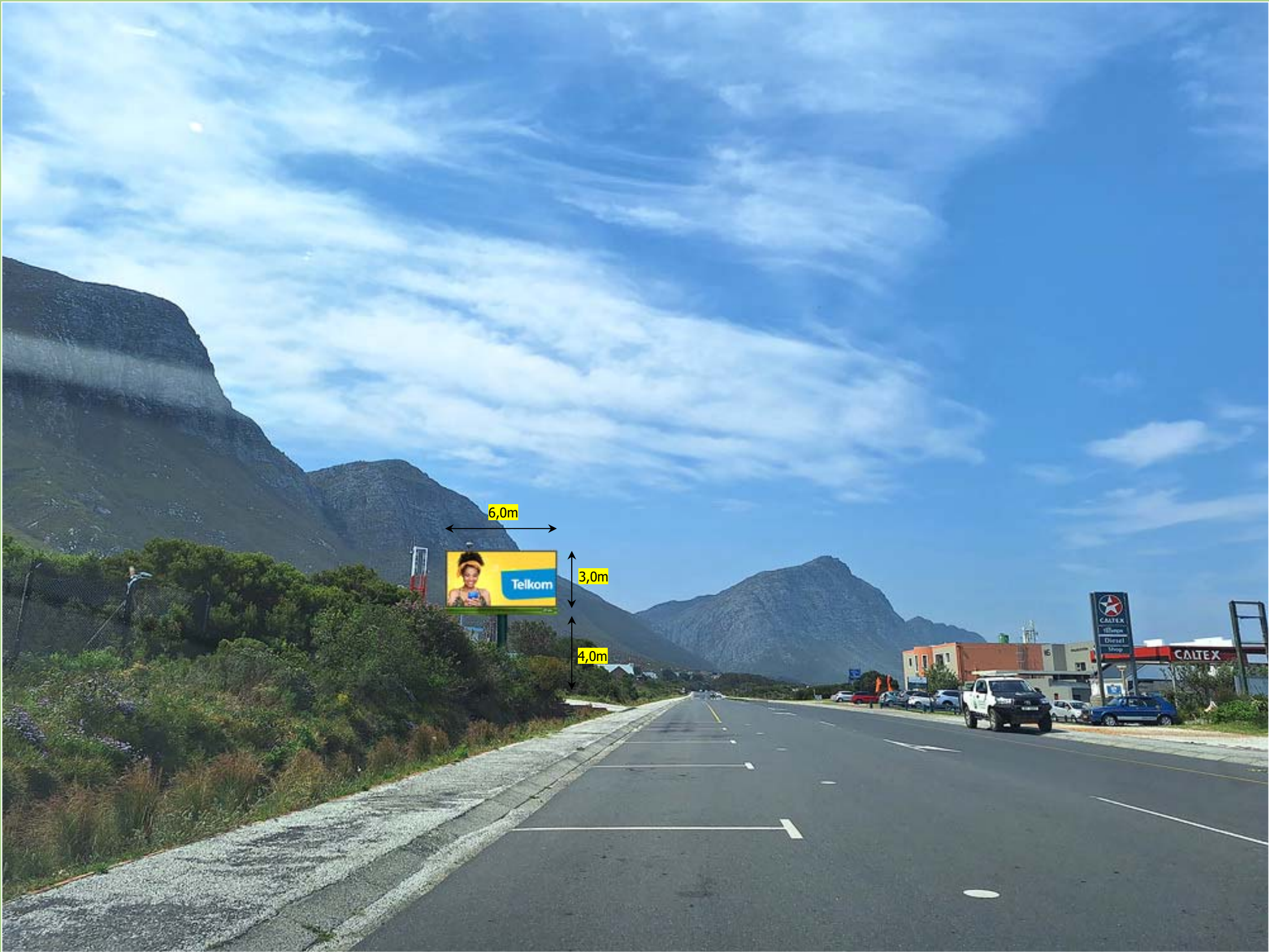
Page 10 of 12

Drawing No.

**ON-25-06**

Application Signage - Side A

- 3,0m(h) x 6,0m (w) Static Display



Traveling east on Clarence Drive from Pringle Bay towards Kleinmond at Betty's bay Exchange opposite Caltex filling station



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ARTIST IMPRESSION - A

**SITE NAME:**  
**BETTYS BAY EXCHANGE**

**SITE NUMBER:**  
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| Revision | Date       | Drawn by | Reason for Revision    |
|----------|------------|----------|------------------------|
| Rev. 1   | 18/02/2025 | W. Botha | First Issue            |
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|          |            |          |                        |

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**ADDRESS:**

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Caltex filling station & next to the library



|                                      |                                       |
|--------------------------------------|---------------------------------------|
| Scale: As Shown                      | Date: December '25                    |
| Artist Impression A<br>Page 11 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |

Application Signage - Side B

- 3,0m(h) x 6,0m (w) Static Display



Traveling west on Clarence Drive from Kleinmond towards Pringle Bay at Betty's bay Exchange opposite Caltex filling station



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7 York Street  
Kensington B  
2194

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ARTIST IMPRESSION - B

SITE NAME:  
**BETTYS BAY EXCHANGE**

SITE NUMBER:  
--

| Revision | Date       | Drawn by | Reason for Revision    |
|----------|------------|----------|------------------------|
| Rev. 1   | 18/02/2025 | W. Botha | First Issue            |
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|                                      |                                       |
|--------------------------------------|---------------------------------------|
| Scale: As Shown                      | Date: December '25                    |
| Artist Impression B<br>Page 12 of 12 | <b>Drawing No.</b><br><b>ON-25-06</b> |



**ENVIRONMENTAL IMPACT ASSESSMENT REPORT**

**NEW DOUBLE-SIDED STATIC BILLBOARD ON REMAINING EXTEND OF ERF2648**

**BETTYS BAY OVERSTRAND**

December 2025

**PREPARED BY: OUTDOOR NETWORK OUT OF HOME MEDIA(PTY)LTD**

## **Environmental Impact Assessment**

### **1. Introduction**

Outdoor Network Out of Home Media has submitted a departure application for a proposed 3x6 Double sided Billboard on the remaining Extend of Erf 2648 Bettys Bay. The proposed Billboard site is included in Telkom's National Project to roll out Billboard structures as a source of revenue to the state-owned enterprise. The billboard will serve as a dual-use platform supporting both commercial advertising and free or subsidized space for public service announcements, including messages about Telkom's own public initiatives. This aligns with efforts to optimize the use of state assets while maintaining Telkom's infrastructure integrity and becoming a source of revenue for Telkom.

### **2. Project Details**

**Project Description** The proposed development involves the installation of a 3x6m double-sided static billboard on Erf 2648, Bettys Bay, Overstrand Municipality.

The billboard will be free-standing, non-illuminated, and positioned along Clarence Drive, opposite the Caltex filling station and adjacent to the Bettys Bay Library.

Coordinates: 34° 21· 21.9· S, 18° 53· 55.6· E

### **3.Time and Distance Requirements**

**TABLE 1: TIME AND DISTANCE REQUIREMENTS**  
**TO READ ADVERTISING SIGNS AND HAVE SUFFICIENT TIME FOR OTHER ACTIONS**

| TIME AND TRAVEL DISTANCE NEEDED TO READ AN ADVERTISING SIGN AND TO REACT                                                                              |    |    |       |     |     |     |       |     |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|-------|-----|-----|-----|-------|-----|--|
| Number of Bits on Advertising Sign (bits)                                                                                                             |    |    |       |     |     |     |       |     |  |
| 8,75                                                                                                                                                  |    |    | 10,75 |     |     |     | 15    |     |  |
| Reading Time Required (seconds)                                                                                                                       |    |    |       |     |     |     |       |     |  |
| 3,89                                                                                                                                                  |    |    | 4,85  |     |     |     | 6,89  |     |  |
| Extra Time Required (seconds) / Reaction Time -<br>To observe, identify hazards, decide, react, move, etc. (1sec added for every 1,5sec reading time) |    |    |       |     |     |     |       |     |  |
| 2,59                                                                                                                                                  |    |    | 3,23  |     |     |     | 4,59  |     |  |
| TOTAL TIME (seconds): Reading Time + Extra Time                                                                                                       |    |    |       |     |     |     |       |     |  |
| 6,48                                                                                                                                                  |    |    | 8,08  |     |     |     | 11,48 |     |  |
| Travel Distance Required (meter) @ Average <u>Operating</u> Speed                                                                                     |    |    |       |     |     |     |       |     |  |
| Average <u>Operating</u> Speed (km/h):                                                                                                                |    |    |       |     |     |     |       |     |  |
| 40                                                                                                                                                    | 45 | 50 | 40    | 45  | 50  | 40  | 45    | 50  |  |
| Reading Distance Required (m):                                                                                                                        |    |    |       |     |     |     |       |     |  |
| 72                                                                                                                                                    | 81 | 90 | 90    | 101 | 112 | 128 | 143   | 159 |  |

## **Interpretation of Table 1: Time and Distance Requirements for Billboard Reading**

The table illustrates the relationship between the complexity of billboard content, driver reading time, reaction time, and the corresponding travel distance at various operating speeds. As the number of information bits on a sign increases, the required reading time and reaction time also increases, resulting in longer total time and greater travel distance before a driver can safely respond to road conditions.

For example, a simple sign with approximately 8.75 bits requires about **6.48 seconds** of total attention, translating to **72 meters** of travel at 40 km/h. In contrast, a complex sign with 15 bits requires **11.48 seconds**, equating to **159 meters** at the same speed. This demonstrates that billboard design and placement must consider driver safety by limiting information density and ensuring adequate viewing distance, the Billboard on Erf 2648 Bettys Bay allows for sufficient time and distance reading requirement of road users approaching the Billboard.

### **4.Traffic Considerations**

- Clarence Drive (R44) is a scenic regional route with moderate to high tourist and local traffic.
- The site is highly visible from both eastbound and westbound directions, as shown in artist impressions and aerial overlays.
- Distance from signage to road: Approximately 22.4m from Clarence Drive, with a 5m buffer from bush and stormwater channel.
- Distance from other road signs is 62m
- Distance from road intersection is 135.6m

### **5.Traffic Flow and Congestion**

- Clarence Drive is not a high-speed highway but does carry seasonal tourist traffic.
- The billboard is not placed at intersections or curves, minimizing congestion risk.
- Content legibility from a distance (3x6m size) reduces prolonged glances and improves safety.

## **6. Traffic Safety Assessment**

| <b><u>Potential Risks</u></b>                                                                  | <b><u>Mitigation Measures</u></b>                                                                        |
|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| Driver distraction due to billboard visibility on a scenic route.                              | We have done a static, non-illuminated design which reduces driver distraction.                          |
| Pedestrian conflict near the library and exchange.                                             | Setback from road and pedestrian paths ensure unobstructed movement.                                     |
| Stormwater channel proximity may affect structural integrity or visibility during heavy rains. | Professional design and placement avoid interference with sightlines and signage.                        |
|                                                                                                | Stormwater channel is accounted for in site planning, with buffer zones.                                 |
|                                                                                                | Harmonious integration with surrounding landscape to ensure that the heritage overlay zone is preserved. |

## **7. Visual Impact**

- The site lies within a **Heritage Overlay Zone** and a **Scenic Route**.
- The billboard is **static, non-illuminated**, and designed to blend with the environment.
- No other third-party billboards exist within a 300m radius, reducing cumulative visual clutter, as per the site plans for the site.

**Impact:** Low, due to the design concept and the placement of the Billboard.

## **8. Heritage Sensitivity**

- The billboard respects the **cultural landscape** and does not obstruct heritage buildings or views.
- Messaging will include **community-oriented content**, enhancing local identity.
- **Impact:** Low, with potential positive cultural reinforcement and responsible management of the Billboard site.

## **9. Ecological Considerations**

- The site is adjacent to **natural vegetation** and a **stormwater channel**.
- **Buffer zones** are planned to prevent erosion and protect flora.
- **Impact:** Low, with proper stormwater and vegetation management.

## **10. Bylaw Considerations**

### **1.7. Areas of Sensitivity**

The Municipality may determine areas of visual, environmental or cultural sensitivity within which the approval of the Municipality shall be required for all advertising signage and structures as determined by the Municipality's Zoning Scheme.

---

- The application acknowledges that the site falls within a Heritage Overlay Zone and a Scenic Route, which are designated as sensitive areas under the Overstrand Zoning Scheme.
- A formal departure motivation was included to justify the billboard size and placement within these sensitive zones.
- The application explicitly states openness to municipal controls and heritage authority oversight.
- Regular compliance checks and maintenance commitments are included

### **1.8. Guidelines for signage**

The following general guidelines shall apply:

- 1.8.1. Signs must be in keeping with the general architectural design and aesthetics of the property to which they relate, and must be in keeping with the character of their immediate surroundings. Preference will be given to signs with a narrow proportional border. Where more than one enterprise is operating on a single property or in a single building, a signage master plan shall be required to be submitted by the owner of the property, for the Municipality's approval prior to any signage being displayed.
- 

- The design is sensitive to the surroundings, the billboard is static, non-digital, non-illuminated, and professionally designed to blend with the heritage character of Betty's Bay.
- Neutral tones and proportional dimensions (3m x 6m) ensure minimal visual intrusion.

**Class 1d Medium billboards**



Billboards will only be permitted on a temporary basis not exceeding six months, and shall only be utilized for the advertising of specific events of a civic, cultural, religious, social, sporting, welfare or fundraising-related nature; will have a maximum sign size of 12m<sup>2</sup>, subject to approval of environmental impact assessments for signs exceeding 12m<sup>2</sup> in area; and may only be located in a position approved by the Municipality.

---

Increasing the size to 18 sqm will enhance visibility and effectiveness for the intended event without compromising environmental or regulatory standards. The departure motivation addresses the relevant bylaw sections that we require departing from.

### **11.Evaluation of Content, character and the environmental impact**

The content, character and placement of the sign must comply with the standards of the industry and as required by the Overstrand Municipality. It must also be in line with the relevant bylaw in the Municipal area.

The graphics to be displayed must conform to the industry standards and requirements as in the *Overstrand Municipality Bylaw 2011: Outdoor Advertising and Signage*. Billboards are permitted in line with the Outdoor Advertising Bylaw.

It is recommended that simple variable static-frame messages (static for a certain time as recommended) should be displayed, which are easy to process.

Being located on private property along the road, the position of the sign will not obscure the motorists' view of any pedestrians, other vehicles, nor any features of the roadway or pavement. This sign will thus not have a direct negative effect on the environment.

### **12. Recommendations**

- Conduct a local traffic count study during peak and off-peak hours.
- Engage with Overstrand traffic engineering department for feedback on placement and visibility.

- Include community consultation to address concerns from nearby residents and businesses.
- Ensure ongoing monitoring of traffic and pedestrian safety post-installation.
- It is concluded that the proposed Billboard adheres to the Overstrand Municipal Bylaws if the departure application is considered.
- If this is adhered to, the sign should not have a major impact on road and traffic safety and adheres to the road safety requirements as in the *Overstrand Municipality By-law 2011: Outdoor Advertising and Signage*.
- It is further recommended that the sign only displays simple messages, few words and easily recognizable graphics and remains static.

PREPARED BY OUTDOOR NETWORK OUT OF HOME MEDIA(PTY)LTD