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Estate Agent Signage Bylaws in City of Johannesburg Municipality

All estate agent signage displayed outside a property being marketed is regulated in terms of Section 31 of the Outdoor Advertising By-Law, as revised in 2021.

In respect of the above, the following restrictions apply to such signage, and only signs conforming thereto are permissible:

1. Size, Height and Shape

1.1. Non-Residential, Vacant, Industrial or Commercial Erven

1.1.1. Maximum size: 12m²

1.1.2. Maximum height: 5.5m

1.2. Industrial or Commercial Erven Along Streets with a Speed Limit Exceeding 80 km/h

1.2.1. Maximum size: 18m²

1.2.2. Maximum height: 5.5m

1.3. All Other Property Types, Including Residential Erven

1.3.1. Maximum dimensions: 0.6m width × 0.45m height

1.4. General Requirements

All estate agent advertising signs must consist of either:

1.4.1. a single sign; or

1.4.2. two signs joined at an angle of 120°.

2. Spacing and Positioning

2.1. Residential Erven

2.1.1. All signage must be placed close to a boundary fence or within the boundary of the erf.

2.1.2. Signage may be placed up to 1 metre away from the boundary wall of the property concerned.

2.1.3. A maximum of 3 signs may be displayed per street frontage, with a maximum of 1 sign per agency, up to the limit of 3 signs.

2.2. Industrial or Commercial Erven

2.2.1. All signage must be placed within the boundary of the erf.

2.2.2. A maximum of 5 signs may be displayed per street frontage, with a maximum of 1 sign per agency, up to the limit of 5 signs.

3. Content Specifications

3.1. All signs may contain only the words:

3.1.1. "For Sale"

3.1.2. "To Let"

3.1.3. "Sold"

3.1.4. "On Show"

3.2. In addition, signs may contain:

3.2.1. the name, logo and address of the estate agency; and

3.2.2. the telephone number of the agent.

4. Permitted Time Limits

4.1. For Sale / To Let Signs

4.1.1. These signs do not have a specific display period while the property remains unsold or unlet.

4.1.2. However, the signs must be removed within 3 calendar days after completion of the sale or commencement of the tenancy.

4.2. Sold / Let Signs

4.2.1. May be displayed for 30 calendar days after completion of the sale or commencement of the tenancy.

4.3. On Show Signs

4.3.1. For residential property, "On Show" signs may be displayed on road reserves, defined as:

"the full width of a public street including the roadway, shoulder and sidewalk, and the airspace above a roadway, shoulder and sidewalk, and any other area within the road reserve boundary."

4.3.2. Such signs may be displayed only on Saturdays, Sundays and public holidays between 05:00 and 20:00, and may not remain in place overnight or between display days.

4.3.3. "On Show" signs may specifically be displayed from the nearest Class 3 road (being a traffic collection road) to the property, with:

4.3.3.1. intervals of not less than 60m between signs; and

4.3.3.2. a maximum of 10 signs displayed in total.

4.3.4. "On Show" signs within road reserves may not be placed on traffic islands or medians.

4.4. New Developments

- 4.4.1. For new developments, “On Show” signs may be displayed for a period of 6 months.
- 4.4.2. An additional 6-month extension may be granted at the discretion of the Outdoor Advertising Steering Committee.
- 4.4.3. Such signs must display a sticker issued by the City confirming the legality of the signage.

5. Other Conditions

- 5.1. None of the above signage may be illuminated.

Ekurhuleni By-Laws

In Ekurhuleni municipal areas, estate agent signage is regulated in terms of Section 40 of the Billboards and the Display of Advertisements By-Laws.

The by-laws applicable to estate agent signage are, however, substantially identical to those applicable within Johannesburg municipal areas, and accordingly the above guide may be followed for both jurisdictions.

Sectional Title Restrictions

It must be noted that the display of signage within a sectional title scheme or Homeowners Association community may not necessarily be governed by the above guidelines.

In sectional title schemes or Homeowners Association community, restrictions on signage may apply. Such restrictions may be imposed by the trustees of the scheme or Homeowners Association, provided that the scheme’s or community’s registered rules make provision for those restrictions. Accordingly, the trustees of a body corporate or Homeowners Association may not prohibit or restrict the placement of estate agents’ signage within a sectional title scheme or Homeowners Association community unless authorised to do so in terms of the scheme or community rules.

Furthermore, the trustees of a sectional title scheme or Homeowners Association community have no authority over municipal land surrounding the scheme. Signage placed on municipal property would therefore remain subject to the applicable municipal by-laws and regulations referred to above.

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