

## Century City Property Owners Association Rules and Regulations

### Signage Guideline 8.7.9 | Revision 0 | October 2010 Business Launch and similar signs

1. The purpose of this signage is to draw the public's attention to a new commercial enterprise or the new season or re-launch of existing businesses
2. This signage must be identification rather than commercial advertising in character.
3. The signs are to identify the location of the new premises and are not there for point of sale advertising.
4. It is presumed that these launches will be done in conjunction with advertising in the other media such as press, radio, and television.



*\*Examples for illustration only*

5. Only businesses which are on properties which have Commercial, Retail or Motor-related or Theme Park usage may erect these signs
  6. The signs may only be erected on the private property of the Erf where the launch is to occur.
  7. The sign may be erected and remain in position for a total of 30 calendar days including the first day of business or the day of the launch of the business. This may be prior to or following the date of launch
  8. The contents of the signs must be limited to overall business identification, and may not contain detailed trading information
  9. The signs may be static or electronic
  10. Flags and banners may be included
  11. The signs must be removed timeously by the trader at the end of business on the last day of the launch period.
  12. The character of the signs is intended to be festive and, therefore, is unconstrained by specific regulations
13. The proposal must comply with the CCPOA requirements for electronic submissions
  14. The full coordinated proposal must be submitted to the CCPOA for approval. Enough time must be allowed for the approvals prior to the business launch period.
  15. The proposal as a whole and in part is subject to the approval of the Design Review Committee, who may approve the proposal as a whole, or exclude portions of it.
  16. The property owner is responsible for the sign and its submission and must endorse the proposal
  17. The scrutiny fee must be paid when the proposal is submitted.
  18. A deposit may be called for. This will be held during the "Launch" and refunded after the end of the period and after all conditions of the approvals have been met.

***End. This guideline must be read with Chapter 8 of the CCPOA Rules and Regulations***