



City Planning and Development Department

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Guidelines: applying to erect on-premises business signage

On-premises business signage includes signs at shopping centres, office complexes and service stations. These signs must comply with the provisions of the municipal by-laws and policies for the control of outdoor advertising.

Anyone wishing to erect a sign that will be visible from a road or public place must apply to the City of Tshwane Metropolitan Municipality for specific consent.

Note: These guidelines are intended to clarify the provisions of the municipal by-laws and policies - not replace or amend them. It is the responsibility of applicants to ensure that their applications comply with the by-laws and policies, as well as with the provisions of other relevant legislation.

Consultation before submitting an application

Before submitting an application, applicants are advised to consult the Municipality's Outdoor Advertising Management Section to find out what types of signs are permitted by the by-laws and policies.

Submission of applications

Applications must be handed in at the offices of Outdoor Advertising Management at Suite 305A, Sammy Marks, c/o Vermeulen –and van der Walt Street, Pretoria (address) and must consist of the following: An application form, completed correctly and in full and;

- A letter of consent from the owner of the property giving the applicant permission to apply for the erection of the sign (if the applicant is not the owner);
- Written confirmation from the landowner that all other existing signs on the property have been approved by the Municipality or applications for them are pending;
- The surface area schedule in respect of any existing signs on the property;
- An approved SG diagram of the property (obtainable from the Geomatics Section, Ground Floor, Munitoria Building);
- The town-planning scheme zoning certificate and, where applicable, an Annexure B;
- A site plan drawn to scale with dimensions, indicating the position of any free-standing or combination signs on the premises in relation to road intersections, traffic signs, street furniture (eg bus shelters), street trees and other advertising signs in the vicinity;
- Elevation sketches of the building, illustrating the positions of signs on the building;
- Detailed sketches of the proposed signs, with dimensions illustrating the sign design;
- Detailed sketches of any proposed free-standing or combination signs, with dimensions, including clear height and total height above ground level (the sketches must illustrate the design of the structure);
- An artist's impression or photo montage of all the proposed signs on the building and on the premises;
- The title deed;
- The application fees.

The Director: Outdoor Advertising Management may require additional information for the evaluation of the application.

Any application that is incomplete or that does not meet the required standards of clarity will not be processed.

Note: The Municipality is not liable for any repercussions resulting from incorrect information supplied by the applicant.

Evaluation of applications

The Outdoor Advertising Management Section evaluates applications against these criteria:

- The provisions of the By-laws for the Control of Outdoor Advertising;
- Town-planning scheme requirements;
- Surrounding land uses;
- The Municipality's policies on outdoor advertising;
- Traffic safety considerations, including the possible distraction of motorists or the visual obstruction of or conflict with road traffic signs;
- The visual impact of the proposed signs on their environment, including the design and scale of the signs in relation to their surroundings and their effect on important or attractive vistas;
- The design of the signs in terms of the applicable design guidelines;
- The impact of illumination or animation on nearby land uses;
- The site inspection report.

The section may refer an application to the Outdoor Advertising Committee, which consists of representatives from Outdoor Advertising Management and Transport and Roads department (Traffic Engineering and Operations Management). In certain circumstances, other divisions of the Municipality such as Environmental Management may also be requested to comment on an application.

During the evaluation process an applicant could be advised to change his or her application by, for example, adjusting the position of the proposed signs, or to consider alternative locations. Note that alternative locations could mean the submission of additional information.

Approval of applications

Once an application has been evaluated, it may be approved, approved with special conditions or refused. The applicant will be notified in writing. Note the following regarding approvals:

- A landlord is required to certify in writing to the Municipality that all conditions for approval have been complied with.
- Any deviation from the conditions for approval constitutes an offence and consequently nullifies the approval.
- Any change to an advertising sign, sign area or the replacement of a sign, including a change in tenant signage, requires the specific consent of the Municipality.
- The approval of any sign in terms of the Municipality's outdoor advertising by-laws or policies should not be construed as approval in terms of any other legislation.

Building plan approval

If one of the conditions for the approval of a sign is the approval of a building plan, the building plan will have to be approved before the sign is erected. (A document giving details of the procedures to be followed and fees to be paid can be obtained from the Building Control Office, Munitoria Building, cnr Van der Walt and Vermeulen Streets.)

A structural engineer's certificate for the advertising structure in the standard format when required by the Municipality will have to be submitted. When the structure is completed, a completion certificate certified by the structural engineer will have to be submitted to the Building Control Office and the Outdoor Advertising Management Section.

Relaxation of building lines and height restrictions

If the proposed advertising structure is to be erected within a building line restriction area, an application must be made for the relaxation of the building line. If the structure is to be higher than 7,5 metres, an application for the relaxation of the height restriction will be needed.

The fees normally applicable are payable.

Validity of applications

An application lapses if it has been dormant for an unbroken period of three months (for example if there has been no correspondence from the applicant in those three months).

On request, this document can be provided in another official language.

