



City Planning and Development Department

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Guidelines: applying to erect an outdoor advertising sign on municipal property

The written consent of the City of Tshwane Metropolitan Municipality must be obtained before any sign is erected on municipal property in a position where the sign is visible from a public place.

All outdoor advertising signs such as billboards must comply with the provisions of the municipal by-laws and policies for the control of outdoor advertising.

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. The approval of a sign in terms of the Municipality's outdoor advertising by-laws should not be construed as approval in terms of any other legislation.

Preparatory work before applying

Before submitting an application, applicants are advised to consult the following:

- The Municipality's Outdoor Advertising Management Section - to find out about -
 - the zoning of the area in terms of the City's by-laws for the Control of Outdoor Advertising (maximum, partial or minimum control area);
 - the type of sign permitted by the By-laws for the Control of Outdoor Advertising;
 - the location of other signs and sign approvals in the vicinity; and
 - the chances of success of the application.
- The Municipality's Legal Services Division (Alienation and Acquisitions), Saambou Building, Andries Street - to confirm that the site is owned by the Municipality (this is also necessary in the case of sites in road reserves);
- The Municipality's Traffic Engineering and Operations Division (Traffic Safety Management) - to identify traffic safety issues and to determine the status of the road (whether it is a provincial or municipal road);
- The Municipality's Service Delivery Department (Water and Sanitation, and Electricity) and other relevant organisations (such as Telkom and Transnet) - to identify service connections and the position of services, both above and below the ground.

Submitting an application

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 and must consist of the following:

- The application form, completed correctly and in full;
- A substantiating memorandum that includes an advertising sign impact report;
- The comment of the applicable ward committee/ward councillor;
- An approved SG diagram of the property (obtainable from the Geomatics Section, Ground Floor, Munitoria Building) (where applicable);
- The town-planning scheme zoning certificate (where applicable)
- A letter from the Municipality's Legal Services (Alienation and Acquisitions), providing proof of municipal ownership of the property and consenting to the submission of the application;
- Where applicable, a letter of consent from the municipal department occupying or responsible for the site;
- A locality plan to a scale of 1:5 000;
- A site plan drawn to scale and with dimensions, indicating the position of the sign on the premises in relation to road intersections, traffic signs, street furniture (such as bus shelters), street trees and other advertising signs in the vicinity;

- The survey coordinates or GPS reading of the site;
- A detailed sketch of the proposed sign, with all dimensions, clear height and total height above ground level;
- An artist`s impression or photo montage of the proposed sign in relation to the surrounding environment;
- The application fees.

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

Please note:

- An application that is incomplete or that does not meet the required standards of clarity will not be processed.
- The Municipality is not liable for any repercussions resulting from incorrect information supplied by the applicant.
- When the application is accepted, the position of the proposed sign and the details of the application will be logged on the GIS-based outdoor advertising control scheme. This will confirm the applicant`s claim to the site according to the first come, first served policy of the Municipality.
- If it transpires, after the submission of an application, that there is conflict regarding applications, the application fees may be refunded if the applicant consulted the offices of Outdoor Advertising Management before submitting the application and was not informed of the potential conflict at that stage.

Evaluation of applications

Criteria

Applications are evaluated against these criteria:

- The provisions of the By-laws for the Control of Outdoor Advertising;
- The zoning of the site in terms of the City`s by-laws for the Control of Outdoor Advertising (maximum, partial or minimum control area);
- Surrounding land-use zonings and land uses;
- The Municipality`s policies with regard to 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 sign on its environment, including the scale of the structure in relation to its surroundings, its effect on important or attractive vistas and the number of signs previously approved in the vicinity;
- The design of the structure in terms of the design guidelines formulated by the City;
- If the sign is to be illuminated or animated, the impact of the illumination or animation on nearby land uses;
- The social impact of the sign on occupants of property in the immediate vicinity, as well as on the broader community (determined through the ward committee);
- The impact of the proposed sign on other interested and affected parties in the vicinity, which could include other outdoor advertising companies;
- The site inspection report.

Most of these factors are addressed in the advertising sign impact report submitted as part of the application.

Evaluation process

During the evaluation process an applicant could be advised to change his or her application by, for example, adjusting the position of the proposed structure, or to consider alternative locations. An alternative location, whether in the same street or not, would mean a new application, new application fees and a new evaluation process.

An application undergoes the following process:

1. The Outdoor Advertising Committee considers the application. This committee consists of representatives of Outdoor Advertising Management and Traffic Engineering and Operations (Traffic Safety Management). In certain circumstances, other divisions of the Municipality such as Environmental Management and Legal Services may be requested to comment on an application.
2. The Outdoor Advertising Management Section compiles a report containing recommendations that the application be approved, approved with special conditions or refused.
3. The Outdoor Advertising Committee approves or rejects the application.
4. The applicant is informed in a letter of the Committee`s approval or refusal of the application.

Letter of approval

After receiving a letter of approval, an applicant must enter into an agreement with the Municipality and apply for wayleave approval, building plan approval, building line and height restriction relaxations (if applicable) and the provision of an electrical connection.

Signing of an agreement and submission of proof of progress

The approval by the Outdoor Advertising Committee remains valid only if -

- the applicant signs (within six weeks of the date of approval) an agreement with the Municipality for the allocation of the site; and
- the applicant provides (within 60 days of signing the agreement) proof to the satisfaction of the Municipality of substantive progress with the erection of the sign.

If the applicant does not sign the agreement or does not provide the proof, the approval could be withdrawn or the agreement cancelled.

(A copy of the Municipality's standard agreement with regard to outdoor advertising signs can be provided on request.)

The commencement date of the agreement (ie the date from which the applicant becomes liable for the payment of rental) is the first day of the month following the signature of the agreement by the Municipality.

Applying for wayleave approval and an electricity connection

Wayleave approval is required to determine the final position of a sign in relation to underground and above-ground services, the roadway and the pedestrian walkway. It is possible that, due to the position of these services, the final position of the sign will differ considerably from the position originally applied for.

Applications for wayleave approval must be submitted in accordance with the Municipality's application procedure as amended from time to time. In the case of an illuminated sign, application must also be made to the Electricity Division for an electricity connection. Neither of these applications will be approved unless -

- the agreement with the Municipality has been signed;
- a structural engineer's certificate for the advertising structure has been provided; and
- proof has been furnished that the requisite public liability insurance cover is in place.

Note the following:

- The final position of the sign may not contravene the provisions of the Municipality's by-laws and policies on the control of outdoor advertising.
- The survey coordinates of the final sign position must be supplied to the Outdoor Advertising Management Section.
- Certain procedures need to be followed and precautions taken in the construction and maintenance of the sign.

A document detailing the procedures for applying for wayleave approval is obtainable from the City's Transport and Roads Department (012 358 7740).

Relaxation of building line and height restrictions

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

These applications must be submitted to the Outdoor Advertising Management Section in the prescribed manner. The fees normally applicable are payable.

Completion certificate

When the structure has been completed, a completion certificate certified by a structural engineer must be submitted to the Transport and Roads Department, the Building Control Office and the Outdoor Advertising Management Section.

Content of advertisements

The Municipality is required, in terms of its outdoor advertising by-laws, to approve the content of all advertisements displayed on billboards. Applications for approval must be submitted to the offices of the Outdoor Advertising Management Section and must be accompanied by -

- a document indicating the location of the sign; and
- an example of the proposed artwork.

Evaluation of content

Outdoor Advertising Management evaluates the content of an advertisement in terms of the following:

- Whether the amount of information contained in the advert is more than 15 bits (a "bit" is the basic unit for measuring the length of advertising messages and may consist of letters, digits, symbols, logos or abbreviations);
- Whether the content is objectionable, indecent or suggestive of indecency;
- Whether the colours used may lead to confusion with road traffic signals;
- Whether the content includes elements that could be confused with road traffic signs.

Deviation from conditions

No deviation from the conditions for approval imposed by the Municipality is permitted. Any deviation will constitute an offence and will consequently nullify the approval.

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

