



APPLYING TO ERECT A HOME-UNDERTAKING SIGN

COMPILED BY:

ECONOMIC DEVELOPMENT AND SPATIAL PLANNING DEPARTMENT (BUILT ENVIRONEMNT AND
ENFORCEMENT: OUTDOOR ADVERTISING MANAGEMENT)

JANUARY 2023

Applying to erect a sign on private property

The written consent of the Municipality must be obtained before any sign is erected on private property.

All outdoor advertising signs must comply with the provisions of the City of Tshwane's By-law for the Control of Outdoor Advertising and the associated policy.

It is the responsibility of applicants to ensure that their applications comply with the by-law and policy, as well as with the provisions of other relevant legislation. The approval of a sign in terms of the Municipality's By-law for the Control of Outdoor Advertising should not be construed as approval in terms of any other legislation.

1. Consultation before submitting an application

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

- 1.1.1 The Municipality's Outdoor Advertising Management Section to find out about –
- 1.1.2 the type of sign permitted by the By-law for the Control of Outdoor Advertising;
- 1.1.3 the possible location of signs permitted on the property; and
- 1.1.4 the chances of success of the application.

2. Submitting an application

2.1 Applications must be handed in at the offices of Outdoor Advertising Management and must consist of the following:

- 2.1.1 The application form, completed correctly and in full;
- 2.1.2 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);
- 2.1.3 An approved SG diagram of the property
- 2.1.4 A town-planning scheme zoning certificate and an Annexure B, where applicable;
- 2.1.5 A site plan drawn to scale with dimensions, indicating the position of the proposed sign in relation to on the property;
- 2.1.6 A detailed sketch of the proposed sign, illustrating the design of the structure with all dimensions, clear height and total height above ground level;
- 2.1.7 An artist's impression or photo montage of the proposed sign in relation to the surrounding environment;
- 2.1.8 An application will only be considered complete when the full application fees are paid upon submission of all original documentation.

2.2 The Municipality may require additional information to consider and (or) adjudicate the application.

2.3 An application that is incomplete or that does not meet the required standards of clarity will be rejected.

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

3. Requirements of a home-undertaking sign

- 3.1 The applicant is to adhere to the following requirements for the display of a home-undertaking sign:

- 3.1.1 The dimensions of the sign shall not exceed 900 mm x 600 mm (unless otherwise stipulated in an Annexure B or Consent-use or in terms of the relevant Town-planning Scheme as amended from time to time).
- 3.1.2 The advertising structure shall not be higher than 3 m.
- 3.1.3 The sign must form an integral part of the architecture of the boundary wall or fence on the street frontage of the premises.
- 3.1.4 Where there is no street boundary wall, the sign must form an integral part of a substantial architectural element and be designed and placed on the premises.
- 3.1.5 The sign may not, at the discretion of municipality, in any way detrimentally affect the residential character or amenity of the neighbourhood or the surroundings.
- 3.1.6 The dominant content of the sign is to be the name of the undertaking.
- 3.1.7 No product advertising or advertising for sales of any kind is allowed on the sign.
- 3.1.8 No sign, except for street numbers, may be painted on boundary walls.
- 3.1.9 Only one sign is permitted per street front on a premises.
- 3.1.10 A sign at a home-undertaking may be illuminated with the consent of the Municipality but may not be animated.

4. Evaluation of applications

- 4.1 The applications are evaluated in terms of the following criteria:

- 4.1.1 The provisions of the By-law for the Control of Outdoor Advertising;
- 4.1.2 The town-planning scheme requirements, including surrounding land-use zonings and land uses;
- 4.1.3 The Municipality's policy with regard to outdoor advertising;
- 4.1.4 The visual impact of the proposed sign on its environment, including the design and scale of the structure in relation to its surroundings, its effect on other residential properties in the vicinity;
- 4.1.5 The design of the structure in terms of prescribed design guidelines;
- 4.1.6 If the sign is to be illuminated, the impact of the illumination on other residential properties;
- 4.1.7 The social impact of the sign on neighbouring properties, as well as on the broader community;
- 4.1.8 The site inspection report.

- 4.2 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.

4.3 The evaluation of building plans, building line -and height relaxation applications shall be in accordance with the procedure and fees prescribed for the submission of such plans as determined by the Municipality from time to time.

5. Approval of applications

5.1 An application will be approved, approved with special conditions, or not approved.

5.2 The applicant will be notified in writing of the outcome of the application.

6. Deviation from conditions

6.1 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.