



**CITY OF**  
**TSHWANE**  
IGNITING EXCELLENCE

**APPLYING TO ERECT A SIGN ON PRIVATE PROPERTY**

COMPILED BY:

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

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## **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 zoning of the area in terms of the City's By-law for the Control of Outdoor Advertising;
- 1.1.3 the type of sign permitted by the By-law for the Control of Outdoor Advertising;
- 1.1.4 the location of other signs and sign approvals in the vicinity;
- 1.1.5 An artist's impression or photo montage of the proposed sign in relation to the surrounding environment; and
- 1.1.6 the chances of success of the application.

### **2. Submitting an application**

2.1 Applications must be handed in duplicate form 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 Engineer's appointment/completion certificate (in terms of SANS10400 as amended from time to time);
- 2.1.4 Copy of the engineer's professional indemnity insurance cover;
- 2.1.5 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;
- 2.1.6 The surface area schedule for any existing signs on the property;
- 2.1.7 An approved SG diagram of the property
- 2.1.8 A town-planning scheme zoning certificate and an Annexure B, where applicable;
- 2.1.9 A locality plan (scale of 1:5 000);
- 2.1.10 A site plan drawn to scale with dimensions, indicating the position of the proposed sign in relation to on the property;

- 2.1.11 A detailed sketch of the proposed sign, illustrating the design of the structure with all dimensions, clear height and total height above ground level;
  - 2.1.12 An artist's impression or photo montage of the proposed sign in relation to the surrounding environment;
  - 2.1.13 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. Evaluation of applications

#### 3.1 The applications are evaluated in terms of the following criteria:

- 3.1.1 The provisions of the By-law for the Control of Outdoor Advertising;
  - 3.1.2 The zoning of the areas in terms of the City's By-law for the Control of Outdoor Advertising (maximum, partial or minimum control area);
  - 3.1.3 The town-planning scheme requirements, including surrounding land-use zonings and land uses;
  - 3.1.4 The Municipality's policy with regard to outdoor advertising;
  - 3.1.5 Traffic safety considerations, including the possible distraction of motorists or the visual obstruction of or conflict with road traffic signs;
  - 3.1.6 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 important or attractive vistas and the number of signs previously approved in the vicinity;
  - 3.1.7 The design of the structure in terms of prescribed design guidelines;
  - 3.1.8 If the sign is to be illuminated or animated, the impact of the illumination or animation on nearby land uses;
  - 3.1.9 The social impact of the sign on occupants of property in the immediate vicinity, as well as on the broader community;
  - 3.1.10 The impact of the proposed sign on other interested and affected parties in the vicinity;
  - 3.1.11 The site inspection report.
- 3.2 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, or to consider alternative locations.
- 3.3 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.

3.4 The Municipality shall determine compliance with the National Building Regulations and Standards Act, Act 103 of 1977.

4. Approval of applications

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

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

5. Content of advertisements

5.1 In terms of its By-law for the Control of Outdoor Advertising, the Municipality is required to approve the content of all advertisements displayed on signs. Applications for approval must be submitted to the offices of the Outdoor Advertising Management Section and must be accompanied by –

5.1.1 a document indicating the location of the sign;

5.1.2 an example of the proposed artwork; and

5.1.3 application fees when specified in the approval letter.

6. Evaluation of content

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

6.1.1 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);

6.1.2 Whether the content is objectionable, indecent or suggestive of indecency;

6.1.3 Whether the colours used may lead to confusion with road traffic signals;

6.1.4 Whether the content includes elements that could be confused with road traffic signs.

7. Deviation from conditions

7.1 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.