



Applying to renew an existing sign approval

**APPLYING TO RENEW THE APPROVAL OF A PREVIOUSLY APPROVED
OUTDOOR ADVERTISING SIGN**

COMPILED BY:

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

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Applying to renew the approval of a previously approved outdoor advertising sign

The written consent must be obtained before any sign is erected in the jurisdiction of the Municipality.

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 relevant 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. Applications on a site are adjudicated on a first-come first-served basis.

1. Preparatory work in the case of a high impact sign before applying

1.1 Before submitting an application in terms of Section 6 of the by-law, applicants are advised to consult the following:

- 1.1.1 The Municipality's Outdoor Advertising Management Section to find out about –
- 1.1.2 whether the zoning of the area in terms of the City's By-law for the Control of Outdoor Advertising is still the same (maximum, partial or minimum control area);
- 1.1.3 whether the type of sign is still permitted by the By-law for the Control of Outdoor Advertising;
- 1.1.4 whether the location of the existing sign still complies with the distance requirements from other signs and sign approvals in the vicinity; and
- 1.1.5 in the case of an agreement between an applicant and the Municipality, that all stipulations and payments and or payment arrangements have been complied with and in accordance with relevant the finance and contact procedures as approved and amended by the Municipality from time to time.
- 1.1.6 Should the abovementioned criteria be met, an application will only be considered complete when the full application fees are paid upon submission of all standard documentation.

2. Submitting an application (standard documentation requirements for all sign types)

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 Power of attorney (if acting on behalf of another person)
- 2.1.3 An approved SG diagram of the property;
- 2.1.4 Engineer's drawings;
- 2.1.5 Engineer's completion certificate (in terms of SANS10400 as amended from time to time);
- 2.1.6 The town-planning scheme zoning certificate and zoning plan;
- 2.1.7 Owner of property permission to apply on his/her/its property (if not the property owner);

- 2.1.8 Tile deed (and in the case of property belonging to an organ of state, a deed indicating ownership of such organ of state);
 - 2.1.9 A locality plan to a scale of 1:5 000 (in the case of a high impact sign);
 - 2.1.10 A site plan drawn to scale and with dimensions, and in the case of a high impact sign, indicating the position of the sign on the property in relation to road intersections, traffic signs, street furniture (such as bus shelters), street trees and other advertising signs in the vicinity;
 - 2.1.11 The survey coordinates or GPS reading of the site (in the case of a high impact sign);
 - 2.1.12 An actual picture of the sign;
 - 2.1.13 The application fees.
- 2.2 An application that is incomplete or that does not meet the required standards of clarity will be rejected.
- 2.3 The Municipality is not liable for any repercussions resulting from incorrect information supplied by the applicant.
- 2.4 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.
3. Evaluation of applications
- 3.1 Applications are evaluated against the following criteria:
- 3.1.1 The provisions of the By-law for the Control of Outdoor Advertising;
 - 3.1.2 Where indicated, compliance with the National Building Regulations and Standards Act, Act 103 of 1977;
 - 3.1.3 The zoning of the site in terms of the City's By-law for the Control of Outdoor Advertising (maximum, partial or minimum control area);
 - 3.1.4 Surrounding land-use zonings and land uses;
 - 3.1.5 The Municipality's policies and by-laws, as amended from time to time;
 - 3.1.6 Any relevant legislation;
 - 3.1.7 Traffic safety considerations, including the possible distraction of motorists or the visual obstruction of or conflict with road traffic signs;
 - 3.1.8 Comment received from internal departments;
 - 3.1.9 Comment received from organs of state;
 - 3.1.10 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;
 - 3.1.11 The design of the structure in terms of the design guidelines formulated by the City;
 - 3.1.12 If the sign is to be illuminated or animated, the impact of the illumination or animation on nearby land uses;

- 3.1.13 The social impact of the sign on occupants of property in the immediate vicinity, as well as on the broader community;
 - 3.1.14 The impact of the proposed sign on other interested and affected parties in the vicinity, which could include other outdoor advertising companies;
 - 3.1.15 The site inspection report;
 - 3.1.16 Any assessment studies or related studies forming part of the application;
 - 3.1.17 Any other information that the Municipality deems relevant to reach and outcome on an application.
- 3.2 If no building plan was previously approved on an existing sign but is so required to comply in terms of the National Building Regulations and Standards Act, 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.
- 3.3 In the case of a high impact sign, the Outdoor Advertising Committee, chaired by the head of the Spatial Planning department considers the application. This committee consists of representatives of Outdoor Advertising Management, Legal Services, Spatial Planning and Transport Department. In certain circumstances, other divisions of the Municipality such as Environmental Management and Group Legal Services may be requested to comment on an application. A representative from the City's Building Control office may from part of the Outdoor Advertising Committee to assist on the adjudication of a building plan if so required.
- 3.4 The Outdoor Advertising Management Section compiles a report containing a recommendation that the application be approved, approved with special conditions, or rejected.
- 3.5 The Outdoor Advertising Committee approves or rejects the application.
- 3.6 The applicant is informed in a letter of the Committee's approval or rejection of the application.
4. Letter of approval
- 4.1 After receiving a letter of approval, an applicant must enter into an agreement with the Municipality.
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.

8. Signing of an agreement in the case of a sign within a public space

8.1 If the applicant does not sign the agreement the outdoor advertising approval shall be withdrawn.

8.2 The City of Tshwane may not consider or approve any new or renewal applications for any company placed in breach in terms of any outdoor advertising sign agreement.

8.3 No motivation shall be considered for the processing of any outdoor advertising sign application in the case of a company having been placed in breach of payment or any other transgression in terms of any outdoor advertising sign agreement.

8.4 No new outdoor advertising sign agreement will be issued to a company placed in breach of any outdoor advertising sign agreement.