

Applying to erect an outdoor advertising sign on private property

The written consent of the Strategic Executive Officer: Housing, City Planning and Environmental Management must be obtained before any sign is erected on private 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.

Consultation before submitting an application

- Applicants are advised to consult the Municipality's Streetscape Management Section (Outdoor Advertising) before submitting an application in order to find out about -
 - the zoning of the proposed site (maximum, partial or minimum control area);
 - the type of sign permitted by the By-laws for the Control of Outdoor Advertising;
 - the need to have the building line or height restriction relaxed;
 - the location of other signs and sign approvals in the area; and
 - the chances of success of the application.
- It is also advisable to consult -
 - the Municipality's Traffic Engineering and Operations Division (Traffic Safety Management) about traffic safety issues;
 - the Municipality's Service Delivery Department (Water and Sanitation, and Electricity); and
 - any other organisation responsible for a service, such as Telkom and Transnet, about service connections and the position of services.

Submitting an application

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

- The application form, completed correctly and in full
- 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
- A substantiating memorandum and, in the case of high impact signs such as billboards an advertising sign impact report or EIA whichever the case may be
- In the case of a high impact sign, 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)
- A town-planning scheme zoning certificate and an Annexure B, where applicable
- A locality plan (scale of 1:5 000 or similar scale)
- A site plan drawn to scale with dimensions, indicating the position of the proposed sign on the premises and in the case of high impact signs, the position of the sign in relation to intersections, traffic signs, street furniture (such as bus shelters), street trees and other advertising signs in the vicinity
- A detailed sketch of the proposed sign, illustrating the design of the structure 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
- Title deed
- If applicable, elevation sketches of the building, illustrating the positions of the signs on the building
- The application fees

The Strategic Executive Officer: Housing, City Planning and Environmental 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 accepted.
- The Municipality is not liable for any repercussions resulting from incorrect information supplied by the applicant.
- It is the responsibility of the applicant to follow up on progress with the evaluation of the application.

Evaluation of applications

The applications are evaluated in terms of the following criteria:

- The provisions of the By-laws for the Control of Outdoor Advertising
- The zoning of the site
- The town-planning scheme requirements, including 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 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
- The design of the structure in terms of prescribed design guidelines
- 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/ward councillor)
- The impact of the proposed sign on other interested and affected parties in the vicinity
- The site inspection report

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 in the case of high impact signs could mean the submission of additional information or a new application with application fees.

Decision on an application

An application can either be approved, approved with special conditions or refused. The applicant will be notified accordingly in writing.

Building plan approval

An application for the approval of a building plan for the proposed advertising structure, if applicable must be submitted to the Building Control Office, Munitoria Building, cnr Van der Walt and Vermeulen Streets, in the prescribed manner. The normal application fee is payable and the application documentation must include a structural engineer`s certificate for the advertising structure in the standard format required by the Municipality.

Relaxation of building lines and height restrictions

If the proposed 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 8,5 metres, an application for the relaxation of the height restriction will be needed.

These applications must be submitted to the Building Control Office in the prescribed manner. The fees normally applicable are payable.

Period of validity of approval

The approval of an application is valid for three months. If the sign has not been erected within this period, the approval will lapse and a new application

will have to be submitted. An application also 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).

Content of advertisements

The Strategic Executive Officer: Housing, City Planning and Environmental Management is required, in terms of the 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 Streetscape Management Section (Outdoor Advertising) and must be accompanied by -

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

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.