

# Application procedure for advertising signs and hoardings

In terms of the City of Johannesburg Advertising Signs and Hoarding By-laws published under Local Authority Notice 7170 dated 28 November 2001, following application procedures and tariffs will apply effective from 1 December 2001.

## 1. Signs in terms of Section 6 to 16 and 21 to 23:

Signs suspended under verandahs or canopies, signs on verandahs and canopies over street, projecting signs, pylon signs, signs indicating the development of township or property, signs flat on buildings, sky signs, signs on awnings, sun-blinds, advertisements on balloons, painted advertisements, temporary signs and advertising, signs on and over streets.

### Application requirements:

- Application form (see attached)
- Particulars (see attached)
- Locality Plan
- Detailed Site Plan with Measurements;" a block plan of the site on which the advertising sign or hoarding is to be erected or displayed, showing every building on the site and the position with dimensions of the sign or advertising hoarding in relation to the boundaries of the site and the location of the streets and buildings on properties abutting the site;"
- Elevations and Artwork
- Registered Owner's Consent
- Title Deeds of the Property
- Appointment of Registered Person (see attached)
- Zoning Certificate (available on the 8th Floor)
- Zoning Map of the Area (available on the 8th Floor)
- S.G. Diagram of the Property (available on the 8th Floor)
- Distance from existing signage (Indicate on locality plan in a radius of  $\pm 200\text{m}$ )
- Comments from the Ward Councilor (only if requested by Council)
- Public Notice of Application.

A public notice must be published once a week for two consecutive weeks in two local newspapers for the following category of signs:

- In an area of partial control a sign  $64\text{m}^2$  and larger to the discretion of the Council.
- In an area of minimum control a sign  $200\text{m}^2$  and larger to the discretion of the Council.

## 2. Signs in terms of Section 24: "BILLBOARDS"

### Application requirements:

- Application form (see attached)
- Particulars (see attached)
- Locality plan
- Detailed site plan with measurements/GPS Reading;" a block plan of the site on which the advertising sign or hoarding is to be erected or displayed, showing every building on the site and the position with dimensions of the sign or advertising hoarding in relation to the boundaries of the site and the location of the streets and buildings on properties abutting the site;"
- Elevation and Artwork (indicate measurements on elevation + illumination)

- Artist's Impression
- Registered Owner's Consent
- Title Deeds of Property
- Lease Agreement
- Appointment of Registered Person (see attached)
- Zoning Certificate of the Property (available on the 8th Floor)
- Zoning Map of the Area (available on the 8th Floor)
- S.G. Diagram of the Property (available on the 8th Floor)
- Motivation
- Distance from existing Signage (Indicate on locality plan in a radius of  $\pm 200\text{m}$ )
- Public Notice of Application

A public notice must be published once a week for two consecutive weeks in two local newspapers for the following category of signs;

- Any 3rd party advertising sign 4.5m<sup>2</sup> and larger.

The following documentary evidence is required with every Public Notice Published:

- Copy of 1st notice published in newspaper as per - Schedule 1
- Copy of 2nd notice published in newspapers as per - Schedule 1
- Photo of notice as per Schedule 2 on the site together with a sworn affidavit that the notice has been up for 14 days and maintained.

**Tariff of charges: (effective from 1 July 2003)**

(a) In terms of Section 2(1) (i.e. applications or signs set out in Sections 6 to 16 and 20 to 23 inclusive) the application fee is R550.00 is required with a further amount of R50 per square meter of advertising display payable on approval only

(b) In terms of Section 19(3) (i.e. advertisements on banners or similar items) an application fee of R220.00 is required.

(c) In terms of Section 24 (Billboards, Spectaculars or any 3rd party sign in excess of 4.5 m<sup>2</sup>) an application fee of R550.00 is required, non refundable if not approved, with a further amount of R110.00 per square meter of advertising display on approval for a five year period only, irrespective of whether the sign is erected on Private or Council land.

COPY OF BY-LAWS AVAILABLE AT R 20.00 PER SET  
COPY OF POLICY AVAILABLE AT R 20.00 PER SET

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Read more: [http://www.joburg.org.za/index.php?option=com\\_content&view=article&id=564:outdoor-advertising-procedure&catid=81:development-planning&Itemid=78#ixzz3ZrFiv4My](http://www.joburg.org.za/index.php?option=com_content&view=article&id=564:outdoor-advertising-procedure&catid=81:development-planning&Itemid=78#ixzz3ZrFiv4My)