



City of Johannesburg
Department of Planning and Urban Management
Building Control: Outdoor Advertising

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In terms of the City of Johannesburg Outdoor Advertising By-laws published under Local Authority Notice 2007 dated 18 December 2009, the following Sections shall pertain to Approval of advertising signs

THE COUNCIL MUST REFUSE TO ACCEPT APPLICATIONS FOR OUTDOOR ADVERTISING SIGNS IF – ANY REQUIREMENT AS MENTIONED BELOW HAS NOT BEEN COMPLIED WITH

A. REQUIREMENTS FOR THIRD PARTY AND ON-PREMISES FREE STANDING SIGN

AS FOLLOWS: All applications shall be subject to a non-refundable **pre-evaluation fee of R 227.00** for each application submitted

1. Prescribed **Application form** (see attached)
2. Prescribed **Application fee**
3. Written **consent of the owner** of the proposed advertising sign and of the registered owner of the property or building upon which the advertising sign is to be erected or on behalf of the owner of the property or building by his or her agent duly authorised in writing by such owner;
4. A **locality plan**, in colour, indicating the proposed position of the advertising sign within the area of jurisdiction of the Council;
5. A **block plan** of the property upon which an advertising sign is to be erected, drawn **to scale**, showing every building, building line and servitude on the site and the position with dimensions of the advertising sign in relation to the two boundaries of the property closest to the proposed advertising sign and the location of any public street and any building on a property adjacent to the property upon which such sign is to be erected;
6. An **artistic impression** showing all the detail and measurements of the proposed advertising sign including all relevant construction details and elevations;
7. A drawing showing the proposed advertising sign and the **distances** in relation to any 3rd Party or free-standing advertising sign situated within a radius of **200m** from the proposed advertising sign;
8. A copy of the **title deed** of the property upon which the proposed advertising sign is to be erected, if applicable;

9. A **zoning certificate** of the property concerned issued under an applicable town planning scheme and a **zoning map** indicating the land uses in terms of such scheme of every property adjacent to the property upon which the advertising sign is to be erected; (available on the 8th Floor)
10. A **diagram** of the property indicating the position of the proposed advertising sign with measurements from that position to the closest two boundaries of the property concerned;
11. A **certificate by an engineer** confirming the structural safety of the proposed advertising sign and its foundations, if applicable; and (see attached)
12. Proof of submission of an application for a **building line relaxation** in terms of any law, if applicable;
13. A diagram showing that the proposed position of the advertising sign is in conformity with figure 1 of Schedule 2, if applicable;
14. **APPLICATION RELATES TO AN ADVERTISING SIGN WHICH IS PROHIBITED IN TERMS OF SECTION 9**

PAYABLE TARIFFS OF CHARGES IN RELATION TO ABOVE MENTIONED EFFECTIVE FROM 01 JULY 2010

In terms of Section 3, applications for consideration of advertising signs relating to free-standing advertising signs for both on-premises and third party advertising purposes - irrespective of whether the sign is erected on Private or Council land – and if approved, approved for period of up to five years only, shall be accompanied by:

- (i) A non-refundable application fee consisting of R 763.00 plus an amount of R 153.00 per square meter of advertising (static) display.
- (ii) A non-refundable application fee consisting of R 763.00 plus an amount of R 288.00 per m for a scrolling display.
- (iii) A non-refundable application fee consisting of R 763.00 plus an amount of R 433.00 per m for a LED (electronic) display.

Any request for extension of time as contemplated in the By laws shall be accompanied by a non-refundable application fee of R 227.00 for each month or part thereof required, up to a maximum of 6 months only.

B. REQUIREMENTS FOR THIRD PARTY AND ON-PREMISES SIGN FLAT ON BUILDING AND ON BRIDGE AS FOLLOW: All applications shall be subject to a non-refundable **pre-evaluation fee of R 227.00** for each application submitted

1. Prescribed **Application form** (see attached)
2. Prescribed **Application fee**
3. Written **consent of the owner** of the proposed advertising sign and of the registered owner of the property or building upon which the advertising sign is to be erected or on behalf of the owner of the property or building by his or her agent duly authorised in writing by such owner;
4. A **locality plan**, in colour, indicating the proposed position of the advertising sign within the area of jurisdiction of the Council;

5. If a proposed advertising sign is to be attached to, or displayed on, the façade of a building, the **approved building plans** of that building showing an elevation and measurements of the building, and **the details, measurements and position** of the proposed advertising sign and the details and the position of every existing advertising sign on the building drawn to a scale;
6. An **artistic impression** showing all the detail and measurements of the proposed advertising sign including all relevant construction details and elevations;
7. A drawing showing the proposed advertising sign and the **distances** in relation to any 3rd Party or free – standing advertising sign situated within a radius of **200m** from the proposed advertising sign;
8. A copy of the **title deed** of the property upon which the proposed advertising sign is to be erected, if applicable;
9. A **zoning certificate** of the property concerned issued under an applicable town planning scheme and a **zoning map** indicating the land uses in terms of such scheme of every property adjacent to the property upon which the advertising sign is to be erected; (available on the 8th Floor)
10. A **certificate by an engineer** confirming the structural safety of the proposed advertising sign and its foundations, if applicable; and (see attached)
11. A diagram showing that the proposed position of the advertising sign is in conformity with figure 1 of Schedule 2, if applicable;
12. **APPLICATION RELATES TO AN ADVERTISING SIGN WHICH IS PROHIBITED IN TERMS OF SECTION 9**

PAYABLE TARIFFS OF CHARGES IN RELATION TO ABOVEMENTION EFFECTIVE FROM 01 JULY 2010

An application for advertising signs/advertisements as set out in Section 14 relating to any sign flat on/against a building, a bridge, pylon, mast or any other similar structure either than an advertising hoarding for both on-premises and third party advertising, shall be accompanied by:

- (i) A non-refundable application fee consisting of R 763.00 plus an amount of R 153.00 per m of advertising display - irrespective of whether the sign is erected on Private or Council land
- (ii) A non-refundable application fee consisting of R 763.00 plus an amount of R 153 per m of advertising display erected for a period of only up to 12 months irrespective of whether the sign is erected on Private or Council land.

In terms of Section 14, an annual contribution of R53.00 per square metre (in advance) of advertising display shall be payable to a regeneration project from advertising proceeds of any approved sign (included here are existing signs that have been approved in terms of the repealed *Supplementary policy for the promotion of outdoor advertising in the Inner City of Joburg*).

C. REQUIREMENTS FOR CONSTRUCTION SITES AS FOLLOW: All applications shall be subject to a non-refundable **pre-evaluation fee of R 227.00** for each application submitted

1. Prescribed **Application form** (see attached)
2. Prescribed **Application fee**
3. Written **consent of the owner** of the proposed advertising sign and of the registered owner of the property or building upon which the advertising sign is to be erected or on behalf of the owner of the property or building by his or her agent duly authorised in writing by such owner;
4. A **locality plan**, in colour, indicating the proposed position of the advertising sign within the area of jurisdiction of the Council;
5. If a proposed advertising sign is to be attached to, or displayed on, the façade of a building, the approved building plans of that building showing an elevation and measurements of the building, and **the details, measurements and position** of the proposed advertising sign and the details and the position of every existing advertising sign on the building drawn to a scale;
6. If a proposed advertising sign is to be displayed on a boundary fence or hoarding enclosing any portion, or the whole of a construction site as contemplated in regulation F1 to the National Building Regulations and Building Standards Act, the **approved building plans** of the proposed building showing the details, measurements and position of the proposed advertising sign drawn to scale, or proof that a section **7(6)** has been granted, or proof that a demolition permit has been issued under the same Act, which ever is applicable
7. An **artistic impression** showing all the detail and measurements of the proposed advertising sign including all relevant construction details and elevations, plus a before photo;
8. A drawing showing the proposed advertising sign and the **distances** in relation to any 3rd Party or free - standing advertising sign situated within a radius of **200m** from the proposed advertising sign;
9. A copy of the **title deed** of the property upon which the proposed advertising sign is to be erected, if applicable;
10. A **zoning certificate** of the property concerned issued under an applicable town planning scheme and a **zoning map** indicating the land uses in terms of such scheme of every property adjacent to the property upon which the advertising sign is to be erected; (available on the 8th Floor)
11. A **certificate by an engineer** confirming the structural safety of the proposed advertising sign and its foundations, if applicable; and (see attached)
12. A diagram showing that the proposed position of the advertising sign is in conformity with figure 1 of Schedule 2, if applicable;
13. **APPLICATION RELATES TO AN ADVERTISING SIGN WHICH IS PROHIBITED IN TERMS OF SECTION 9**

PAYABLE TARIFFS OF CHARGES IN RELATION TO ABOVE MENTIONED EFFECTIVE FROM 01 JULY 2010

An application for signs as set out in Section 25: Temporary advertising signs and hoardings on construction site boundary walls, fences, hoardings and scaffolding and if approved, approved for period of not more than 12 months (renewable maximum 12 months), shall be accompanied by a non-refundable application fee consisting of R 763.00 plus an amount of R153.00 per m for first 100 m , and R 143.00 per m of advertising display for the second 100 m and R 74.00 per m of advertising display for the balance (greater than 200 m).

Note: If any information requested by the Council in terms of section (3)(p) is not provided within 90 days from the date of the first written request, or within such further period as the Council may in writing permit, the application concerned lapses without further notice.

Other Fees to be Note:

- Any request for extension of time as contemplated in the By laws shall be accompanied by a non-refundable application fee of R 227.00 for each month or part thereof required, up to a maximum of 6 months only.
- An appeal lodged in terms of Section 37 shall be accompanied by a non-refundable amount of R 3352.00
- Any request for reason/s as contemplated in the By-laws shall be accompanied by a non-refundable application fee of R 227.00 per each application
- An application (including an amendment) for any freestanding advertising sign with a total height that is proposed to be higher than permissible height in terms of Section 6(6): an additional non-refundable fee of R 3352.00

Application procedures and fees for the following are on separate procurers (Amendments, Developers boards, Banners & Flags, Blimps and painted advertisements and murals)

OUTDOOR ADVERTISING CONTACT DETAILS:

FAX: 339 1244

General Enquiries Henda Boshoff 011 407-6039

BY ORDER
MANAGEMENT: OUTDOOR ADVERTISING
DATE OF IMPLEMENTATION: 01 JULY 2009

Please Note: THIS WILL BE A PROVISIONAL APPLICATIONS PROCEDURES FOR ADVERTISEMENTS ON BANNERS, FLAGS AND SIMILAR OBJECTS APPLICATIONS AND COUNCIL HEREBY RESERVES ALL RIGHTS TO REQUEST FURTHER COMMENTS AND OR INFORMATION NOT MENTIONED ABOVE