



GUIDELINES FOR SUBMISSION OF OUTDOOR ADVERTISING APPLICATIONS

Procedure Guidelines have been compiled by George Municipality for the evaluation of Outdoor Advertising applications, and is outlined below.

The following guidelines will apply to all signage, excluding signs in categories with deemed consent or signs deemed exempt or prohibited in the Outdoor Advertising by-law and must be read in conjunction with the provisions of this by-law:

- (1) An application shall be lodged at the Municipality at the relevant counter, accompanied by the required application fee and shall be signed by the owner of the proposed sign and by the owner of the land or building on which the sign is to be erected or displayed by his agent authorised in writing by such owner and shall be accompanied by the following documents with the following minimum criteria and requirements:
 - (a) a locality plan and block plan of the site on which the advertising sign or advertising structure is to be erected or displayed, drawn to a scale of not less than 1:500 showing every building on the site and the position with dimensions of the advertising sign or advertising structure in relation to the boundaries of the site;
 - (b) a drawing sufficient to enable the Municipality to consider the appearance of the advertising sign or advertising structure and all relevant construction detail, and elevations and sections to a scale of 1:100;
 - (c) where, in the opinion of the Municipality, a proposal cannot be adequately evaluated at a scale of 1:100, further details will be requested, and the scale of the drawings to be furnished shall be stipulated by the Council, but will not exceed a scale of 1:20;
 - (d) a drawing showing the sign or structure in relation to the area in which it will be erected;
 - (e) a full description of the materials and finishes to be employed shall be provided on the plan, elevations and sections;
 - (f) an artist's impression of the final product in its setting may be requested by the Municipality if the proposal is located in an area which is architecturally or environmentally sensitive;

- (g) where the nature of the structure requires it, a registered, professional engineer shall take full written responsibility for all structural work contemplated by the applicant and the municipality will be indemnified against any and all possible claims arising from structural failure;
- (h) a written motivation, briefly setting out the benefits of the outdoor advertising fixtures in environmental, social and economic terms is to accompany each application;
- (i) written approval of the registered owner of the property (together with copies of the applicable Title Deeds, on request) is to be submitted together with the application;
- (j) the applicant shall satisfy the Municipality that cognisance has been taken of the relevant statutory provisions regarding the environmental impact of the proposed form of outdoor advertising;

The above technical criteria for submissions are essential in order to effectively evaluate the application in question on both environmental and technical grounds. It is also intended to expedite the assessment and approval of applications on the grounds that the provision of comprehensive information is an aid to effective decision-making.

- (2) If a sign is to be attached to or displayed on the façade of a building, the Municipality may require the submission of an additional drawing showing an elevation of the building in colour, the details and position of the proposed sign and the details and the position of every existing sign on the building drawn to a scale of not less than 1:100, or the Municipality may require a coloured or other photograph of the building with the details of the proposed sign superimposed on such photograph and drawn as nearly as is practicable to the same scale as that of the photograph.
- (3) The Municipality may require the submission of additional drawings, calculations and other information and a certificate by an engineer registered in terms of the Professional Engineers Act, (Act 18 of 1968), in each case giving details to the Municipality's satisfaction, to enable it to establish the adequacy of the proposed means of securing, fixing or supporting any sign, advertising structure or screen referred to in section 13, to resist all loads and forces to which the sign, structure or screen may be exposed and the sufficiency of the margin of safety against failure, in compliance with the provisions of regulation B1 of the National Building Regulations published under Government Gazette No. 9613, dated 1 March 1985.



G E O R G E

MUNISIPALITEIT
Wes Kaap

UMASIPALA WASE
Intshona - Koloni

MUNICIPALITY
Western Cape

Posbus / P.O.Box 19 George 6530 Tel: 044 - 8019111 Fax: 044 - 8733776

APPLICATION TO PERMIT AN OUTDOOR ADVERTISING SIGN

APPLICANT

Name and address of Applicant:

.....

Tel no.: Fax no:

OWNERSHIP

Name and address of Owner:

.....

Tel no.: Fax no:

LOCALITY OF SIGN

Physical address: Street address /name of business where the sign is to be placed:

.....

Stand number..... Township name:.....

The following are attached as required by the Municipality: (please tick)

<input type="checkbox"/>	A coloured artist impression / photo not less than 200mmX250mm with proposed sign superimposed thereon
<input type="checkbox"/>	Block plan indicating the sign position on site (Scale not less than 1:500)
<input type="checkbox"/>	A map showing the two nearest similar signs and distances to them
<input type="checkbox"/>	Elevations to scale not less than 1:100 showing position in relation to existing signs
<input type="checkbox"/>	Zoning certificate
<input type="checkbox"/>	Locality plan of proposed site
<input type="checkbox"/>	Detailed drawings of sign (Scale not less than 1:20)
<input type="checkbox"/>	Drawing showing appearance of sign and all construction detail
<input type="checkbox"/>	Drawing showing sign in relation to area in which it will be erected
<input checked="" type="checkbox"/>	Proof of site ownership / lease agreement with site owner

SIGN INFORMATION

Class of sign in terms of By-Law		
Type of sign		
Ownership	Primary Rights	Third Party
	Private Property	Council Owned
Dimensions of the sign : Length		metres
Dimensions of the sign: Width		metres
Dimension of the sign: Height		metres
Height above sidewalk or building (Clearance)		metres
Distance to closest traffic signal or sign		metres
Distance from the front / side boundaries		M m
Distance to closest similar sign		metres
Distance to nearest intersection		metres
Total sq metres of sign (include all sides)		
Land use rights of property (Zoning)		
Single / double sided / three dimensional		
Illumination If Yes	Yes	No
	Top Bottom	Internally
Colour of proposed face		

SIGNATURE OF THE OWNER

DATE

Telephone : _____

Fax: _____

OFFICE USE ONLY:

Amount payable	Application fee	Approval fee
R	R..... receipt no.	R..... receipt no.....
Building plan fee	Rental fee	
R..... Receipt no.	R..... Agreement ref no.	

Notes :

- (1) All applications have a referral period of between 14 days and two months. Rezoning applications will take more than 6 months.
- (2) Usually four departments comment on signage application : Community Safety, Civil Engineering, Electrotechnical and Town Planning
- (3) Any and all costs must be borne by the applicant.
- (4) Application and admin fees as determined and amended form time to time are payable
- (5) The usual period of approval is five years after which a new application is required.
- (6) Approval of any application above does not give automatic approval for any other application that needs to be done.
- (7) Conditions set with the approval of any application must be adhered to.