



**EPHRAIM MOGALE LOCAL MUNICIPALITY**  
**DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT SERVICES**

**OUTDOOR ADVERTISING AND SIGNAGE APPLICATION FORM**

*Please complete the form using BLOCK capitals and ticking the appropriate boxes*

**SECTION A : APPLICANT'S DETAILS AND DECLARATION**

I..... of .....(name of the company if applicable) , undersigned, apply for approval to erect and display sign on the address mentioned herein, in accordance with the specifications set out below, the attached drawings and the provisions of the Ephraim Mogale Local Municipality Outdoor Advertising and Signage By-law read in conjunction with the Guidelines attached hereto . If the required approval is granted, I commit myself and my assigns to :-

1. Pay the application fee for the sign in advance in accordance with the tariff laid down by the Municipality from time to time.
2. If I dispose of the sign at any time, I will inform my successors and assigns of the terms and conditions of any approval granted to me by the municipality
3. Maintain the sign and fittings in a safe condition and in proper repair, and I indemnify and hold the Municipality harmless against any claim whatsoever that may arise as a result of or in connection with the erection and/or display of the sign; and
4. If the sign becomes dilapidated, has fallen into disrepair or becomes dangerous or a nuisance, remove the sign immediately if the municipality requests me to do so in writing.

**SECTION C: SIGN/ADVERTISEMENT TYPES**

Class 1	(i) Billboards	
	(ii) Free Standing	
Class 2	(i) 3D Signs	
	(ii) Street Poles Ads	
	(iii) Street furniture Ads	
	(iv) Banners and Flags	
	(v) Street names Ads	
	(vi) Temporary Ads	
	(vii) Security Signs	
Class 3	(i) Sky Signs	
	(ii) Roof Signs	
	(iii) Wall Signs	
	(iv) Adverts on towers, bridges and pylons	
	(v) On-premise business signs	
	(vi) Projecting Signs	
	(vii) Adverts on Veranda, Balcony and Canopy	
	(viii) Window Signs	

	(ix) Advertisements on forecourts of business premises	
	(x) Miscellaneous signs for urban residential land uses	
	(xi) Signs on agricultural/rural land uses	
	(xii) Signs incorporated in the fabric of a building	
Class 4	(i) Service Facility Signs	
	(ii) Tourism Signs	
Class 5	(i) Advertising trailers and self-propelled advertising vehicles	
	(ii) Aerial Signs	
	(iii) Vehicular advertising	
	(iv) Walking sandwich boards and other portable notices	
<b>SECTION D: DETAILS OF THE APPLICATION/ SIGN SPECIFICATIONS</b>		
Quantity of Signs to be erected		
Minimum distance in (m) between the Signs		
If the Sign is illuminated, what is the wattage?		
Areas where the signs will be erected		
Physical/ Street address of the area where the signs will erected		
Coordinates of where the signs will be erected		
Time period for which the signs will be erected		
Minimum area in (m <sup>2</sup> ) of the sign to be erected		
Maximum area in (m <sup>2</sup> ) of the sign to be erected		
Length		Width
		Height
		Thickness
How far is the Sign from a building?		
State the Colors of the letters, figures and background.		

REQUIRED DOCUMENTATION	
Proof of payment	
Title Deed (if sign is to be erected on private property)	
Fully completed application form	
Company resolution (if the applicant is a company)	
Motivational Memorandum	
Town Planning Zoning Certificate (in an event whereby the sign to be erected will be for a crèche, tavern, offices, business, private properties etc)	
Aerial Photograph of where the sign will be erected	
Locality Map indicating the locality of the sign	
Detailed coloured sketch to scale of the signs applied for, with dimensions, clear height and total height from ground level.	
An approved SG diagram (if sign is to be erected on private property)	
Site plan drawn to scale with dimensions, indicating the position of the sign on the premises	
If the applicant is not the owner of the property, the application must be accompanied by an official letter from the owner in which consent is given for the erection of the sign on the particular property	
<b>NOTE: The Municipality may request additional information to enable it to process the application. Incomplete application will not be accepted.</b>	

Signed at ..... on this day ..... of 20.....

Address.....

.....

Tel: ..... Cell: ..... Email  
.....

.....

Signature of Applicant

.....

Name in Print

FOR OFFICE USE ONLY	
Date received.....	Received by .....
Stamp:	



**EPHRAIM MOGALE LOCAL MUNICIPALITY**  
**DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT SERVICES**

**GUIDELINES FOR OUTDOOR ADVERTISING AND SIGNAGE APPLICATIONS**

These guidelines intend not to replace or amend the provisions of the Municipal Bylaws, but to clarify and/or complement its provisions thereon. However, applicants are liable to ensure full compliance with the Outdoor Advertising and Signage Bylaws and provisions of other applicable legislations. The approval of a sign in terms of the Municipality's outdoor advertising and Signage by-laws should not be construed as approval in terms of any other legislation.

**PRE-SUBMISSION CONSULTATION**

Applicants are advised to consult with the Department of Town Planning Services prior to the submission of applications, to find out what types of signs are permitted by the by-laws and complimentary policies.

- **On premises business signage**

On-premise signage includes signs at shopping centres, office complexes and service stations. These signs as per the Ephraim Mogale Local Municipality Outdoor advertising and Signage, are recognized as the **"Class 3(e)"** type of signs. The following:

- Application Form completed fully and correctly.
- Letter of consent from the owner of the property giving the applicant permission to apply for the 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 site plan drawn to scale with dimensions, indicating the position of any free-standing or combination signs on the premises in relation to road intersections, traffic signs, street furniture (e.g. bus shelters), street trees and other advertising signs in the vicinity;
- Elevation sketches of the building, illustrating the positions of signs on the building;
- Detailed sketches of the proposed signs, with dimensions illustrating the sign design;

- Detailed sketches of any proposed free-standing or combination signs, with dimensions, including clear height and total height above ground level (the sketches must illustrate the design of the structure);
  - An artist's impression or photo montage of all the proposed signs on the building and on the premises;
  - The title deed;
  - The application fees.
- **On premises signage**
    - 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;
    - An approved SG diagram of the property The town-planning scheme zoning certificate
    - A site plan drawn to scale with dimensions, indicating the position of any free-standing or combination signs on the premises in relation to road intersections, traffic signs, street furniture (eg bus shelters), street trees and other advertising signs in the vicinity;
    - Elevation sketches of the building, illustrating the positions of signs on the building;
    - Detailed sketches of the proposed signs, with dimensions illustrating the sign design;
    - Detailed sketches of any proposed free-standing or combination signs, with dimensions, including clear height and total height above ground level (the sketches must illustrate the design of the structure);
    - An artist's impression or photo montage of all the proposed signs on the building and on the premises;
    - The title deed;
    - The application fees.

- **Display of Posters**

A poster or notice may be permitted in all areas of control and requires the specific consent of the Municipality. A poster or notice shall be displayed only on street lamp poles or other structure provided for the express purpose of displaying a poster or notice. These signs as per the Ephraim Mogale Local Municipality Outdoor advertising and Signage Bylaw, are recognized as the “**Class 2(f)(vi)**” and other temporary posters.

Only posters and notices in the following four categories may be displayed:

**Category 1**

Posters with the main objective of advertising a religious, sporting, educational, cultural, charity or similar event of a non-commercial nature.

### **Category 2**

Newspaper headlines of the day of daily, weekly or week-end newspaper.

### **Category 3**

Posters for parliamentary, provincial or municipal elections (including by-elections) and referenda as well as campaigns by state and parastatal institutions to promote democracy, good governance or similar principles, or any National, Provincial or Municipal Imbizo, or similar event.

### **Category 4**

Posters for public awareness campaigns and notices of a public meeting.

#### *General Conditions*

- A poster or notice shall not cover Municipal markings or the cover plates on street lamp poles.
- A poster or notice shall be fixed to a street lamp pole or any other structure in a manner acceptable to the Municipality.
- No posters may be placed on or be attached to traffic circles or traffic islands, power masts, road traffic signs, traffic circles, traffic islands, traffic lights, trees, walls, pillars, walls of buildings, flag poles, fencing, electrical substations, bridges or any similar structure.
- Only category two posters shall be displayed in approved receptacles on the first two street lamp poles from a road intersection on routes approved by the Municipality.
- A parliamentary, provincial or municipal election or referendum poster may not be erected before the date on which the notice or proclamation in the Government Gazette or Provincial Gazette announcing the election or referendum is published, and shall be removed not later than 14 days after the date of such election or referendum unless.

#### **• Signs on Municipal Property**

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. These signs as per the Ephraim Mogale Local Municipality Outdoor advertising and Signage Bylaw, are recognized as the “**Class 1**” type of signs.

- An application Form fully completed;
- A substantiating memorandum that includes an advertising sign impact report;
- An approved SG diagram of the property
- The town-planning scheme zoning certificate (where applicable)
- A locality plan to a scale of 1:5 000;

- A site plan drawn to scale and with dimensions, indicating the position of the sign on the premises in relation to road intersections, traffic signs, street furniture (such as bus shelters), street trees and other advertising signs in the vicinity;
- The survey coordinates or GPS reading of the site;
- A detailed sketch of the proposed sign, 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;

The Department of Town Planning Services as responsible for the control of Outdoor Advertising and Signage may require additional information for the evaluation of the application. Any application that is incomplete or that does not meet the required standards of clarity will not be processed.

Note: The Municipality is not liable for any repercussions resulting from incorrect information supplied by the applicant.