

City of Tshwane Metropolitan Municipality



# WONDERBOOM AIRPORT: MANUAL FOR ADVERTISING CONTROL (WAMAC)

**AUGUST 2004**

# WONDERBOOM AIRPORT: MANUAL FOR ADVERTISING CONTROL (WAMAC)

## 1. INTRODUCTION

The purpose of this manual is to –

- structure advertisements and advertising potential on the Wonderboom Airport premises in such a way that they will be to the advantage of the enterprises at the airport and members of the public visiting the airport;
- develop and improve the corporate image of the airport, with the focus on its international status; and
- facilitate the erection of legal advertising signs at the airport in terms of the By-laws for the Control of Outdoor Advertising of the Municipality.

Therefore, this manual is based on the Municipality's By-laws for the Control of Outdoor Advertising and other relevant policies as amended from time to time.

Any advertisement that will be located on the premises of or along the entrance road to the airport must comply with this manual.

The attached Plan 1602/AL/01 (Appendix A) indicates the airport layout and gives a schematic representation of the implementation of the proposals in this manual and the proposed locations for advertisements. This is a dynamic plan and it may be changed at the discretion of the Airport Management in consultation with the Municipality as development at the airport takes place and as conditions at and around the airport change.

## 2. DEFINITIONS

The definitions as contained in the Municipality's By-laws for the Control of Outdoor Advertising are applicable to this manual. The following concepts are also applicable to this manual:

**Advertisement** means any visible representation of a word, name, letter, figure, object, mark or symbol or of an abbreviation of a word or name, or of any combination of such elements with the object of transferring information.

**Aerial sign** means a sign painted on, attached to or produced by an aircraft, including a captive balloon, a kite, an unmanned free balloon, a moored airship, a parasailing craft, a hang-glider, a model or radio-controlled aircraft, an aircraft towed behind a vehicle or a sailing vessel for the purpose of flight, and an aircraft towing banners or producing smoke signals.

**Airport Management** means the Strategic Executive Officer: Economic Development.

**Entrance gate** means the physical location of the main entrance or other entrances to the Wonderboom Airport.

**Entrance road** means any existing or planned road which provides access to the Wonderboom Airport. It may include a section of an external road or a section of an internal road.

**Hangar** means a large constructed building, storing place, warehouse or building on the premises of the Wonderboom Airport, usually with a steel frame and sheet-metal clad structure or brick walls, built to SANS 10400 standards, which is used as an enterprise and/or for storing aircraft, helicopters, implements or tools or parts for such aircraft, helicopters, implements or tools.

**Internal road** means an existing or planned road located inside and on the premises of the Wonderboom Airport that is used for internal traffic circulation purpose at the airport.

**Poster or notice** means a temporary sign to advertise, invite and/or inform the public of charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature, and includes a poster displayed for an election or referendum campaign and a newspaper headline poster.

**Runway** means a landing strip at the Wonderboom Airport which is used by aircraft for landing and taking off.

**Specific consent** means the written approval of the Municipality or any other relevant authority after referral by the Airport Management.

**Surrounding road** means the external road located directly adjacent to the outside boundary fence of the Wonderboom Airport.

**Taxiway** means a surfaced road between the hangars and runways on which vehicles and aircraft move to the runways.

**Third-party advertising** means the advertising of a product or service on a property which product or service is not sold, kept, produced, maintained or available on the property concerned.

**Trailer sign** means a structure carrying one or more advertisement mounted on a trailer of relatively light construction, which is parked at strategic locations or towed for the sole purpose of advertising.

**Tri-faced** means a billboard structure which has three sign areas on which advertisements can be displayed or placed.

**Window sign** means a sign which is permanently painted on or attached to the window-glass of a building or hangar.

### **3. GENERAL**

- 3.1 All signs are subject to the specific consent of the Municipality unless otherwise stated herein.
- 3.2 All illuminated signs on the airport premises or entrance road are subject to the specific consent of both the Municipality and the Civil Aviation Authority.
- 3.3 All sign applications must be submitted for evaluation to the Streetscape Management Section of the Housing, City Planning and Environmental Management Department in the prescribed manner (with the requisite application fee) after referral to the Airport Management.
- 3.4 Applications for signs on the premises of the airport must comply with the application procedure for the erection of signs on private property, and all applications for signs within a road reserve must be in accordance with the application procedure for signs on municipal property.
- 3.5 Any sign erected or displayed for the purpose of third-party advertising, or erected within the road reserve of the entrance road is subject to an agreement with the Municipality and to the payment of a monthly rental determined by the Municipality.
- 3.6 Exemption from payment of application fees may not be considered unless exemption is provided for in a tender document for an invitation to tender for the erection of advertising signs on the airport premises.
- 3.7 This manual must be interpreted and used in accordance with the By-laws for the Control of Outdoor Advertising and where the manual contains any contradiction, ambiguity or vagueness, the interpretation of the Strategic Executive Officer: Housing, City Planning and Environmental Management

is final and binding.

- 3.8 The Airport Management, in consultation with the Strategic Executive Officer: Housing, City Planning and Environmental Management, may invite applications to erect non-locality-bound signs on the airport premises. These applications must be held in abeyance until the expiry of the period specified in the notice, after which the applications may be evaluated.
- 3.9 No signs may be painted on brick structures.
- 3.10 No sign described in this manual may be animated unless specifically approved by the Municipality after referral by the Airport Management.

#### **4. TRANSITIONAL PROVISIONS**

4.1 Any sign which –

- was erected or displayed on the date of approval of this manual; and
- is prohibited by this manual; and
- is not a sign for which the Municipality may grant approval,

must be removed within 90 days of the date of approval of this manual.

- 4.2 Where a sign is being erected or displayed on the date of approval of this manual, which, in terms of this manual, may not be so erected or displayed without the approval of the Municipality and/or another authority after referral to the Airport Management, the owner of the sign must apply to the Municipality and/or such other authority, as the case may be, for approval, within 90 days of the date of approval of the manual, failing which the sign must be removed forthwith.
- 4.3 If approval for a sign has been refused, the sign must be removed by the owner within 30 days of receipt of notification of the refusal. Where the notification has been posted by registered post, the owner is deemed to have received it eight days after its being posted.

#### **5. WITHDRAWAL OF APPROVAL**

The Municipality, after consultation with the Airport Management, may withdraw any approval given in terms of the By-laws for the Control of Outdoor Advertising in instances where –

- the sign in question does not, or ceases to, comply with the by-laws;  
or
- a condition imposed in the approval has not been complied with.

#### **6. OFFENCES AND PENALTIES**

- 6.1 A person who contravenes any of the provisions of the By-laws for the Control of Outdoor Advertising will be fined and, in the event of a continuing offence, will be fined an amount for every day the offence continues. These

finances will be as set and revised by the Chief Magistrate from time to time.

- 6.2 Any sign that is erected or displayed without the required permission or in contravention of the By-laws for the Control of Outdoor Advertising may, without notice, be removed and destroyed by the Municipality, at the cost of the responsible person who displayed or caused or allowed the sign to be displayed or erected.

## **7. ROAD CATEGORIES IN AND AROUND THE AIRPORT**

This manual refers to the following road categories:

- Entrance road
- Internal roads

These road categories are defined in the manual, the main reason being that different types of advertising signs are allowed on different roads. The categories, including various types of roads, are explained below.

### **7.1 Entrance road**

The entrance road is the road leading to the entrance of the airport. At present, this is the last section of Lintvelt Road. However, it may also refer to any future entrance road to the airport. The entrance road may also include a section of the internal road on the airport premises which may be used to advertise the corporate image of the airport or may be used for tenants to advertise in accordance with the provisions of this manual.

### **7.2 Internal roads**

Internal roads are all roads within the airport premises. These include existing or planned roads leading to the terminal building, as well as to all the hangars, tenants' offices and buildings at the airport.

Major internal roads are the collector roads providing access to more than one destination at the airport (for example the road from the existing entrance gate providing access to the hangars on the southern side of the airport).

Minor internal roads are the smaller distribution roads between the hangars providing access to a limited number of hangars and direct access to the hangar.

## 8. SIGN CATEGORIES

Signs are categorised as follows:

- Internal circulation signs
- Entrance-road signs
- Signs on the walls of buildings
- Signs inside buildings
- High-impact free-standing signs on the airport premises that are visible from a public road
- Signs aimed at the public on the premises of the airport (with the purpose of third-party advertising)
- Temporary advertisements for special events
- Other advertisements not covered in the above categories
- Prohibited signs

### 8.1 Internal circulation signs

#### a) Location

These signs (Appendix C1.1) must be placed on the premises of the airport on both major and minor internal roads at locations where they can guide visitors. A simplified map with main destinations such as the public parking area and not more than four major internal routes may be erected close to the entrance to the airport where vehicles travel at low speed.

One larger combination sign or more than one indicating all the hangars and enterprises at the airport, as well as the directions to them may be erected in the main parking area.

Additional internal circulation signs may be erected at the major internal roads leading to the various enterprises and hangars (as shown in Appendix A on Plan 1602/AL/01). The structures for these signs must be designed and constructed to accommodate details of any new hangars and enterprises along a specific access road. The names of the hangars and enterprises must be affixed to the structures in the standard format.

Direct internal direction signs may be erected on minor internal roads closer to the access to the hangars and enterprises. These signs must be erected in more or less the same position as those on major internal roads to enable visitors to become accustomed to direction signs in a specific location.

#### b) Spacing

The spacing of the signs depends on the need for directional guidance to ensure effective internal circulation. The location of the signs must be planned in accordance with the layout of the airport and must also take future developments at the airport into account. Any additional signs of this nature must be planned and approved by the Airport Management. No

other free-standing signs for internal direction, circulation or the advertising of any enterprise are allowed.

c) Size, height, content and illumination

The design principles applicable to the signs are contained in Appendixes C1.1 and C1.2.

Size

Internal circulation signs (Appendix C1.1) are combination signs with a uniform size of sign for the various enterprises located in a specific direction. The size of the structure will depend on the number of hangars/enterprises and signs/advertisements. The advertisement content must use a common text and font and may include the logo of the enterprise. The available space for each enterprise (if the logos of the enterprises are displayed) may have a minimum size of 300 mm x 500 mm and the sign may be double-sided (Appendix C1.2). If a standard format is used, the layout of the sign must be adjusted in order to fit the longest name contained on the sign.

Height

The signs may not exceed a height of 3,3 m. The signs must be positioned in such a way that they do not obstruct the vision of motorists in any direction.

Content

The combination signs in the parking area should indicate the enterprises located along the major internal roads, eg *Route1*, *Access1*, *Gate1*. Below these route indicators, the names of enterprises may be displayed, either in a standard format as stipulated by the Airport Management or by means of the logos of the various enterprises. These signs may be double-sided, if deemed necessary by the Airport Management. This will assist visitors who miss their destinations to locate them on their way back. A combination of colour and gate numbers will be used to direct visitors.

Illumination

These signs may be illuminated. However, the illumination should not be visible to disturb aircraft or motorists on the external roads.

d) Approval period

Internal circulation signs are of a permanent nature and must be maintained until they need to be replaced or upgraded. The approval of a directional sign or advertisements on a structure is valid while the enterprise to which the sign or advertisement relates is located at its location, after which the sign or advertisement must be removed.

e) General provisions

The maintenance of the sign structures is the responsibility of the Airport Management. Any enterprise on the premises that utilises these signs must enter into an agreement with the Airport Management for the leasing of space on these signs. The signs are subject to specific consent.

## 8.2 Entrance-road signs

This category of signs is divided into three sub-categories:

- Gantries (Appendix C2.3) over the entrance road, used primarily for the purpose of branding the airport (corporate image).
- Smaller free-standing signs (Appendix C2.1), which are leased for third-party advertising (more specifically for enterprises on the airport premises to advertise their services)
- A gantry or large billboards at the entrance gate, used solely for the purpose of branding the airport

The criteria below may be applied in respect of entrance-road signs at any future entrance road to the airport premises.

a) Location

The location of these signs must be as follows (also see Appendix A, Plan 1602/AL/01):

- i) Gantries: These signs may be positioned (in accordance with relevant policies and by-laws of the Municipality) approximately 600 m before the entrance gate to the airport. No more than two signs (other than the signs at the entrance gate spaced 250 m apart) of this type may be positioned along this section of the road. These signs may be double-sided.
- ii) Smaller free-standing signs: These enterprise signs may be positioned between a gantry and the entrance gate. These signs must not obstruct the visions of motorists from any side.
- iii) A gantry or billboards at the entrance gate: One gantry sign spanning the entrance gate or one or two billboard structures at the entrance gate is permitted. These signs may not contain any commercial messages. The signs may be double-sided.

b) Spacing

The following spacing is required for the various signs (as shown in Appendix A, Plan 1602/AL/01):

- i) Gantries: The signs must be spaced 250 m apart. The first structure along the road leading to the airport entrance (ie the second structure west of the entrance gate) may not be positioned less than 600 m before the entrance gate (see Appendix A, Plan 1602/AL/01).
  - ii) Smaller free-standing signs: These enterprise signs must be spaced at least 20 m apart and may be positioned on both sides of the road, provided that the signs single-sided. If they are double-sided, only one side of the road may be used. Signs must be single- or double-sided. The signs should preferably be placed at an angle of between 30 and 45 degrees to the road if single-sided and at an angle of 90 degrees if double-sided.
  - iii) A gantry or large billboards at the entrance gate: The gantry sign spans the entrance gate. If a gantry is not desired, two billboard signs may be erected at the entrance gate.
- c) Size, height, content and illumination

The design principles applicable to these signs are contained in Appendixes C2.1 and C2.3.

#### Size

- i) Gantries (Appendix C2.3): These signs may have a display area of 3 m x 6 m or 18 m<sup>2</sup>. Two signs of these dimensions may be displayed on the structure.
- ii) Smaller free-standing signs (Appendix C2.1): The maximum size of the display area of these signs is 1,5 m x 1,5 m or 2,25 m<sup>2</sup>. All signs must be identical in design. The content displayed may differ.
- iii) A gantry or large billboards at the entrance gate: The sign area of the gantry may not exceed 36 m<sup>2</sup>. The sign area of each billboard may not exceed 18 m<sup>2</sup>.

#### Height

- i) Gantries: The clear height of gantry structures may not be less than 5,2 m and their maximum height may not exceed 10 m.
- ii) Smaller free-standing signs: The signs must have a maximum height of 3 m in order to be readable by motorists. These signs must be positioned in such a way that they will not obstruct the vision of motorists in any direction.

- iii) A gantry or billboards at the entrance gate: The clear height of a gantry sign may not be less than 5,2 m, and the total height of the structure may not exceed 10 m. The clear height of billboard signs may not be less than 2,4 m.

#### Content

- i) Gantries: The content displayed on these signs is subject to specific consent.
- ii) Smaller free-standing signs: Only the name or logo of an enterprise operating at the airport may be displayed. No telephone numbers or any other information may appear on the signs.
- iii) A gantry or large billboards at the entrance gate: These signs may carry only messages of a corporate nature of either the airport or the Municipality or a combination of the two. Third-party advertising is not permitted.

#### Illumination

- i) Gantries: These signs may be illuminated only if the entrance road is illuminated.
  - ii) Smaller free-standing signs: These signs may be internally illuminated.
  - iii) A gantry or large billboards at the entrance gate: These signs may be illuminated.
- d) Approval period
- i) Gantries: These signs may be approved for a maximum period of five years.
  - ii) Smaller free-standing signs: These signs may be approved for a maximum period of five years, after which their owners will be given the opportunity to tender. If an enterprise advertising on a sign ceases to operate on the airport premises, the sign will be removed within a week of the enterprise having ceased operations there. The space will be made available to other enterprises. Advertising space (in accordance with the applicable criteria) on these signs is made available at the sole discretion of the Airport Management.
  - iii) A gantry or large billboards at the entrance gate: These signs may be approved for a maximum period of five years.
- e) General provisions

Any enterprise on the airport premises that utilises these signs must enter into an agreement with the Airport Management for the leasing of space on these signs. The maintenance of the signs must be in accordance with the By-laws for the Control of Outdoor Advertising (and, where relevant, the conditions contained in the agreement) and must be to the satisfaction of the Airport Management and the Municipality. These signs are subject to specific consent.

### **8.3 Signs on the walls of buildings**

#### **a) Location**

Each enterprise operating from a building or hangar on the airport premises has the right to advertise on the outside walls of the building or hangar. Outside walls (Appendixes C3.1 and C3.2) or facias that face the external roads and are visible to the public, may only have signs containing the logo of the enterprise. A brief description of the enterprise and its telephone number may be painted on the side walls (in the case of a hangar) or affixed to the side walls (in the case of a brick building), as well as on the wall facing an internal road. No signs may be painted on or affixed to the ridge or roof surface of a building or similar structure.

A free-standing sign (in accordance with Appendixes C1.1 or C2.1) facing a minor internal road may be permitted. However, it may not be placed more than 1 m from a building or hangar wall and must be parallel to the wall facing the minor internal road.

#### **b) Spacing**

No limitations apply.

#### **c) Size, height, content and illumination**

The design principles applicable to these signs are contained in Appendixes C1.1, C2.1, C3.1 and C3.2.

##### **Size**

If the logo of an enterprise operating from a building or hangar is to be painted on the outside wall of the building or hangar, the entire building or hangar must be painted in a standard colour, preferably white or any other light colour approved by the Airport Management. The logo may be painted on or affixed to the walls of the building or hangar.

The logo may be painted on or affixed to the gable end plus the top 25% of the total height of the wall (Appendix C3.1). If a separate board is to be constructed, it must be affixed to the roof edge or facia of the wall (Appendix C3.2).

## Height

A sign affixed to the wall of a building or hangar may not project above or outside the walls or the roof of the building or hangar. The sign must be painted directly on or be affixed to the gable end of the wall or the top 25% of the wall.

## Content

If a separate board is to be affixed to a wall of the hangar, the background colour of the board must be the same colour as that of the hangar. In other words –

- if the hangar is painted white or a light colour, the background of the sign must be of the same colour; and
- if the hangar is not painted (ie still in a brick or steel format), the background colour of the board must be the same brick or grey colour.

The content of these signs is limited as follows:

- The wall or gable end facing the external road and visible to the public may only contain the logo, or the name of the enterprise may be painted on or affixed to the wall.
- A brief description of the type of enterprise (in bullet format) and the telephone number may be painted on or affixed to the side walls and the walls facing internal roads.
- Two lines of text are allowed:
  - A larger, bold, easily readable line of text with letters of a minimum height of 700 mm (This line may only contain the name and/or logo of the enterprise.)
  - A second smaller line of text below the first line of text with letters or numbers of a minimum height of 150 mm (This line of text may contain a brief description with keywords, of the type of enterprise and/or contact details.)
- The amount of information must be limited. This type of sign may not be used to advertise "sales" or "specials" or provide any other type of advertising.

Note: The free-standing sign facing an internal minor road may also contain the name and/or logo of an enterprise, as well as a brief description (with keywords) of the type of enterprise and its contact details.

## Illumination

Signs painted on or affixed to the walls of buildings may be illuminated in accordance with the specific requirements of the By-laws for the Control of Outdoor Advertising and the applicable policies as amended from time to time.

d) Approval period

A sign painted on or affixed to the wall of a building or hangar may be approved for the entire total period that the enterprise operates in the building or hangar.

e) General provisions

The maintenance of the signs is the sole responsibility of the owner of the enterprise that operates in the building or hangar.

The signs are subject to specific consent.

#### **8.4 Signs inside buildings at the airport**

a) Location

Signs inside buildings of the airport must be located in a position where they are visible to and easily readable by the public entering the building. The opportunity to advertise inside the terminal building should also be taken into consideration when internal changes are made in the building. Advertising opportunities inside the buildings should be provided for enterprises operating inside the buildings, as well as for third-party advertising.

b) Spacing

No limitations apply.

c) Size, height, content and illumination

Size

The size of the signs depends on the space available in the airport buildings.

Height

The height of the signs is determined by the location of the signs.

Content

The signs may contain advertisements by enterprises operating at the airport or enterprises operating inside the airport terminal building. These signs may also contain third-party advertising.

#### Illumination

The signs may be illuminated internally or from an outside source.

d) Approval period

The approval period must be stipulated in the agreement between the advertiser or contractor and the Airport Management.

e) General provisions

The maintenance of the signs must be to the satisfaction of the Airport Management. The signs are subject to a lease agreement between the Airport Management and the advertiser or contractor. The signs are also subject to the specific consent of the Airport Management.

### **8.5 High-impact free-standing signs on the airport premises that are visible from a public road**

a) Location

These signs (Appendix C2.2) are billboards erected on the airport premises and visible from a public road. If any future surrounding roads are built, the same principles will apply in identifying advertising opportunities visible from those roads.

b) Spacing

The signs must be spaced at 250m intervals along a stretch of road.

c) Size, height, content and illumination

The design principles applicable to these signs are contained in Appendix C4.

#### Size

The size of the signs must be in accordance with the By-laws for the Control of Outdoor Advertising. These signs may be tri-faced, with the third face visible to the public or users on the airport premises.

#### Height

No portrait signs are permitted. The sign structures may not exceed a height of 7,5 m. The clear height of these structures may not be less than 2,4 m.

## Content

The content of these signs must be in accordance with the By-laws for the Control of Outdoor Advertising and the Civil Aviation Authority's requirements.

## Illumination

The illumination of the signs must be in accordance with the By-laws for the Control of Outdoor Advertising and the Civil Aviation Authority's requirements.

### d) Approval period

The signs may be approved for a maximum period of five years.

### e) General provisions

The maintenance of the signs must be in accordance with the By-laws for the Control of Outdoor Advertising (and, where relevant, the conditions contained in an agreement) and must be to the satisfaction of the Airport Management and the Municipality. The signs are subject to specific consent.

## **8.6 Signs facing the inside of the airport for third-party advertising**

Opportunities to advertise along the runways or elsewhere on the airport premises are subject to the specific consent of the Civil Aviation Authority after referral by the Airport Management.

### a) Location

These signs are permitted only on airport premises.

### b) Spacing

The spacing of the signs must be in accordance with the Civil Aviation Authority's specifications, where applicable.

### c) Size, height, content and illumination

#### Size

The size of the signs must be in accordance with the Civil Aviation Authority's specifications

#### Height

The height of the signs must be in accordance with the Civil Aviation Authority's specifications

#### Content

The content of the signs is subject to the specific consent of the Airport Management.

#### Illumination

The illumination of the signs must be in accordance with the Civil Aviation Authority's specifications.

d) Approval period

The period of approval is determined at the discretion of the Airport Management, but may not exceed a maximum period of five years.

e) General provisions

The signs are subject to the specific consent of the Civil Aviation Authority after referral by the Airport Management. The approval of these signs are subject to a lease agreement between the advertiser or contractor and the Airport Management.

### **8.7 Temporary signs for special events**

The purpose of temporary signs is to advertise special events taking place at the airport or in the City of Tshwane. These signs may be displayed on the airport premises and at the entrance road. The signs may in the form of banners or posters displayed on structures specifically designed for that purpose.

Banners may not be spanned between structures or be affixed to any tree, building or similar structure, device or article.

a) Location

Temporary signs for advertising special events may be placed in or on structures that are specifically designed for that purpose and that are erected on the road reserve of the entrance road or internal roads and at the parking area of the airport.

b) Spacing

The signs must be spaced evenly at reasonable intervals so that they are readable.

c) Size, height, content and illumination

The design principles of these signs must be in accordance with the By-laws for the Control of Outdoor Advertising and the relevant

policies as amended from time to time.

#### Size

The size of a banner may not exceed 1,5 m<sup>2</sup> and the size of a poster may not exceed 841 mm X 594 mm.

#### Height

Temporary signs may not be affixed less than 2,1 m from the ground.

#### Content

The lettering of messages displayed on the signs may not be less than 50 mm in height.

#### Illumination

Temporary signs may not be illuminated.

d) Approval period

Temporary signs for special events may be displayed for a maximum period of 14 days with the specific consent of the Municipality.

e) General provisions

The advertiser or contractor is responsible for the maintenance and removal of the signs. The provisions contained in this manual apply specifically to the airport premises and the entrance road. All other marketing or advertising material for events must comply with the By-laws for the Control of Outdoor Advertising.

### **8.8 Other signs not falling within the above categories**

Signs not dealt in this manual are subject to the specific consent of the Municipality.

### **8.9 Prohibited signs**

The following specific signs are not allowed on the airport premises and the entrance road:

- i) Window signs
- ii) Posters or notices affixed to trees, poles, fences or any other structures not specifically designed for the purpose of advertising
- iii) Aerial signs
- iv) Trailer signs

- v) Handbills, leaflets and pamphlets
- vi) Product replicas
- vii) Glass specially cut or painted for third-party advertising
- viii) Third-party advertisements painted on or affixed to the walls of hangars or buildings

## **9. DESIGN OF ADVERTISING STRUCTURES**

The design of any of the advertising structures referred to in this manual or any other sign as determined by the Airport Management must be in accordance with the design principles contained in Appendix C.

If an advertising sign is not designed in detail or included in Appendix C, the principles contained in Appendix C apply.

## **10. INSPECTION OF ADVERTISING SIGNS**

The Airport Management and the Municipality may carry out inspections in order to ensure that the signs comply with the By-laws for the Control of Outdoor Advertising and meet the requirements of this manual and any other relevant requirements.

## **11. PROCEDURE FOR APPLYING FOR THE DISPLAY OF SIGNS ON THE AIRPORT PREMISES**

Note: The guidelines in this manual 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 provisions of the by-laws, policies and other relevant legislation.

### **Consultation before submitting an application**

Before submitting an application, applicants are advised to consult with the Airport Management to find out what types of signs are permitted in terms of this manual. The consultation will also include written comment by the Airport Management stating whether Airport Management supports the application.

### **Submission of applications**

Applications must be handed in at the offices of Streetscape Management (Outdoor Advertising), Suite 305A, Sammy Marks Square, cnr Vermeulen and Van der Walt Streets, Pretoria, and must consist of the following:

- An application form, completed correctly and in full
- A letter of consent from the Airport Management giving the applicant permission to apply for the erection of the sign(s)

- An approved SG diagram of the property (obtainable from the Geomatics Section, Ground Floor, Munitoria Building)
- The town-planning scheme zoning certificate and, where applicable, an Annexure B
- A site plan drawn to scale with dimensions, indicating the position of the signs on the premises in relation to other 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 application fees

The Manager: Streetscape Management may require additional information for the evaluation of the application.

No application that is incomplete or that does not meet the required standards of clarity will be accepted.

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

### **Evaluation of applications**

The Streetscape Management Section (Outdoor Advertising) evaluates applications against the following criteria:

- The provisions of the By-laws for the Control of Outdoor Advertising
- The provisions of this manual
- Town-planning scheme requirements
- Surrounding land uses
- The Municipality's policies on 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 signs on their environment, including the design and scale of the signs in relation to their surroundings and their effect on important or attractive vistas
- The design of the signs in terms of the applicable design guidelines
- The impact of illumination or animation
- The site inspection report

The section may refer an application to the Outdoor Advertising Committee, which consists of representatives from Streetscape Management (Outdoor Advertising and Streetscape Design) and Traffic Engineering and Operations (Traffic Safety Management). In certain circumstances, other divisions of the Municipality, such as Environmental Management, may also be requested to comment on an application.

During the evaluation process an applicant could be advised to change his or her application by, for example, adjusting the position of the proposed signs, or to consider alternative locations. Note that alternative locations could mean the submission of additional information.

### **Approval of applications**

Once an application has been evaluated, it may be approved, approved with special conditions or refused. The applicant will be notified in writing.

Note the following regarding approvals:

- Any deviation from the conditions for approval constitutes an offence and consequently nullifies the approval.
- Any change to or replacement of an advertising sign, including a change in tenant signage, requires the specific consent of the Municipality.
- The approval of any sign in terms of the Municipality's outdoor advertising by-laws or policies should not be construed as approval in terms of any other legislation.

### **Building-plan approval**

If one of the conditions for the approval of a sign is the approval of a building plan, the building plan will have to be approved before the sign is erected. (A document giving details of the procedures to be followed and fees to be paid can be obtained from the Building Control Office, Munitoria Building, cnr Van der Walt and Vermeulen Streets.)

A structural engineer's certificate for the advertising structure in the standard format required by the Municipality will have to be submitted. When the structure is completed, a completion certificate certified by the structural engineer will have to be submitted to the Building Control Office and the Streetscape Management Section.

## **Relaxation of building lines and height restrictions**

If the proposed advertising structure is to be erected within a building-line restriction area, an application must be submitted for the relaxation of the building line. If the structure is to be higher than 7,5 m, an application for the relaxation of the height restriction is needed.

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

## **Validity of applications**

An application 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).

## **12. PROCEDURE FOR APPLYING FOR THE DISPLAY OF SIGNS ON THE ROAD RESERVE OF THE ENTRANCE ROAD AND HIGH-IMPACT SIGNS ON THE AIRPORT PREMISES**

The written consent of the Municipality must be obtained before any sign is erected on municipal property in a position where it is visible from a public place.

All outdoor advertising signs on the entrance road must comply with the provisions of the municipal by-laws and policies for the control of outdoor advertising.

Note: The guidelines in this manual 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 provisions of the by-laws, policies, and 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.

## **Preparatory work before applying**

Before submitting an application, applicants are advised to consult the following:

- The Airport Management to find out –
  - whether the Airport Management will support the approval of the sign;
  - whether the type of sign is permitted in terms of this manual; and
  - more about the location of other signs and sign approvals in the vicinity.
- The Municipality's Service Delivery Department (Water and Sanitation) and Electricity Department and other organisations such as Telkom and

Transnet) to identify service connections and the position of services, both above and below the round.

### **Submitting an application**

Applications must be handed in at the offices of Streetscape Management (Outdoor Advertising), Suite 305A, Sammy Marks Square, cnr Vermeulen and Van der Walt Streets, Pretoria, and must consist of the following:

- The application form, completed correctly and in full
- A substantiating memorandum that includes an advertising sign impact report
- The comment of the applicable ward committee/councillor
- The comment of the owners/occupants of immediately surrounding properties
- An approved SG diagram of the property (obtainable from the Geomatics Section, Ground Floor, Munitoria Building)
- 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 application fees

The Manager: Streetscape 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 an applicant.

- When an application is accepted, the position of the proposed sign and the details of the application will be logged on the GIS-based outdoor advertising control scheme. This will confirm the applicant's claim to the site according to the first come, first served policy of the Municipality.
- If it transpires, after the submission of an application, that there is conflict regarding applications, the application fees may be refunded if the applicant consulted the offices of Streetscape Management before submitting the application and was not informed of the potential conflict at that stage.

## **Evaluation of applications**

### Criteria

Applications are evaluated against the following criteria:

- The provisions of the By-laws for the Control of Outdoor Advertising
- The provisions of this manual
- The zoning of the site in terms of the Outdoor Advertising Control Scheme for Tshwane
- 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 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 the design guidelines formulated by the Municipality's streetscape design unit
- 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)
- The impact of the proposed sign on other interested and affected parties in the vicinity, which could include other outdoor advertising companies
- The site inspection report

Most of these factors are addressed in the advertising sign impact report submitted as part of the application.

### **Evaluation process**

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, whether in the same street or not, would mean a new application, new application fees and a new evaluation process.

An application undergoes the following process:

1. The Outdoor Advertising Committee considers the application. This committee consists of representatives of Streetscape Management (Outdoor Advertising and Streetscape Design) and Traffic Engineering and Operations (Traffic Safety Management). In certain circumstances, other divisions of the Municipality, such as Environmental Management, may be requested to comment on an application.
2. The Streetscape Management Section compiles a report containing recommendations that the application be approved, approved with special conditions or refused.
3. The report is submitted to the Portfolio Committee, which makes a recommendation to the Mayoral Committee.
4. The Mayoral Committee approves or rejects the application.
5. The applicant is informed in a letter of the Mayoral Committee's approval or refusal of the application.

### **Letter of approval**

After receiving a letter of approval, an applicant must enter into an agreement with the Municipality and apply for way-leave approval, building-plan approval, building-line and height restriction relaxations (if applicable) and the provision of an electricity connection.

### **Signing of an agreement and submission of proof of progress**

The approval by the Mayoral Committee remains valid only if –

- the applicant signs (within six weeks of the date of approval) an agreement with the Municipality for the allocation of the site; and
- the applicant provides (within 60 days of signing the agreement) proof to the satisfaction of the Municipality of substantive progress with the erection of the sign.

If the applicant does not sign the agreement or does not provide the proof, the approval could be withdrawn or the agreement cancelled.

(A copy of the Municipality's standard agreement with regard to outdoor advertising signs can be provided on request.)

The commencement date of the agreement (ie the date on which the applicant becomes liable for the payment of rental) is the first day of the month following the signature of the agreement by the Municipality.

### **Applying for way-leave approval and an electricity connection**

Way-leave approval is needed to determine the final position of a sign in relation to underground and above-ground services, the roadway and the pedestrian walkway. It is possible that, due to the position of these services, the final position of the sign will differ considerably from the position originally applied for.

Applications for way-leave approval must be submitted to the Municipality's Service Delivery Department. In the case of an illuminated sign, application must also be made to the Electricity Department for an electricity connection. Neither of these applications will be approved unless –

- the agreement with the Municipality has been signed;
- a structural engineer's certificate for the advertising structure has been provided; and
- proof has been furnished that the requisite public liability insurance cover is in place.

Note the following:

- The final position of the sign may not contravene the provisions of the Municipality's by-laws and policies on the control of outdoor advertising or the provisions of the outdoor advertising control scheme.
- The survey coordinates of the final sign position must be supplied to the Streetscape Management Section to enable it to log them on the outdoor advertising control scheme.
- Certain procedures need to be followed and precautions taken in the construction and maintenance of the sign.

A document detailing the procedures for applying for way-leave approval is obtainable from the Roads and Stormwater Division, Room 804, 8th Floor, Munitoria Building, cnr Van der Walt and Vermeulen Streets.

### **Building-plan approval**

An application for the approval of a building plan for the proposed advertising structure 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.

NB: To save time, it is advisable that the building-plan application be submitted at the same time as the way-leave application.

### **Relaxation of building-line and height restrictions**

If a billboard is to be erected within a building-line restriction area, application must be made for the relaxation of the building line. If it is to be higher than 7,5 m, 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.

### **Completion certificate**

When the structure has been completed, a completion certificate, certified by a structural engineer, must be submitted to the Service Delivery Department, the Building Control Office and the Streetscape Management Section.

### **Content of advertisements**

The Municipality is required, in terms of its 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; and
- an example of the proposed artwork.

### **Evaluation of content**

Streetscape Management (Outdoor Advertising) evaluates the content of an advertisement in terms of the following:

- Whether the amount of information contained in the advert is more than 15 bits (a "bit" is the basic unit for measuring the length of advertising messages and may consist of letters, digits, symbols, logos or abbreviations)
- Whether the content is objectionable, indecent or suggestive of indecency
- Whether the colours used may lead to confusion with road traffic signals
- Whether the content includes elements that could be confused with road traffic signs

### **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.



