



UMDONI MUNICIPALITY

APPLICATION FOR APPROVAL OF AN ADVERTISING SEATING BENCH

THE SITE

Lot Number	MUNICIPAL
Suburb	
Physical Address	Cnr.
Sign Number (office use)	ASB –
Approval Expiry date	

THE SIGN

Type of Sign (mark with an 'X') – Dimensions of Signs

Seating Bench	X	Length (mm) < 2000mm	
		Height (mm) < 850 mm	
		Depth (mm) < 350 mm	
		Advertising Content (%)	N/A

DOCUMENTS The following documents must be attached:

1. A drawing, on durable paper, to a scale of not less than 1:50 showing the full colour, materials, overall dimensions and method of attachment, suspension and support of the proposed bench.
2. A site plan drawn to scale, showing the proposed position of the bench.

OWNER OF THE SIGN

Facility or Company Name																						
Owners Name																						
I D Number		<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>																				
Address	P O Box																					
	Town																					
	Code																					
Telephone																						
Cell																						
Fax																						
Email																						

I, the above-named owner of the sign described herein, agree to abide by the provisions of the Umdoni Advertising Signs bylaws and the conditions of approval as listed on Page 3 & 4 of this application.

Signature Date

OWNER OF THE PROPERTY

Surname (or Company)		UMDONI MUNICIPALITY																				
First Names		SIGNAGE CONTROL OFFICER																				
I D Number		<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>																				
Address	P.O.Box	19																				
	Town	SCOTTBURGH																				
	Code	4180																				
Telephone		039-9761202																				
Cell																						
Fax		086-5060339																				
E-Mail		signage@umdoni.gov.za																				

I, the above-named owner of the property described above, give permission to the owner of the sign described herein, to erect the sign subject to compliance with the provisions of the Umdoni Advertising Signs bylaws and conditions of approval as listed on Page 3 & 4 of this application.

Signature Date

CONDITIONS OF APPROVAL

The applicant agrees to the following conditions of approval:

1. Messages

Preference will be given to:

- (a) All commercial messages related to businesses or business facilities situated within the Umdoni Municipal area;
- (b) The Umdoni Municipality will not support general/generic advertising messages for products or services not available for purchase or use by local businesses within reasonable proximity to the sign.
- (c) The Umdoni Municipality will not support messages that could cause offence or are illegal or immoral.
- (d) Guidelines for the nature of the advertising.

The message shall not contain matters of the following nature:

- (i) Messages of a political nature.
- (ii) Messages that advertise businesses outside the region
- (iii) Messages, which do not conform to accepted standards of decency and morality.
- (iv) Messages contrived to mislead.
- (v) Messages pertaining to illicit products or substances.

All of the above cases shall be subject to the absolute determination of the Umdoni Municipality and the Advertising Seating Bench (ASB) applicant shall agree to extinguish any message so determined immediately upon demand of the Municipal Manager or his duly authorised agent.

2. Locations

- (a) ASB's shall generally be restricted to commercial and public areas of the district and would not normally be supported in a residential area, unless adjoining a bus stop or taxi stop, or a popular pedestrian route.
- (c) Devices are generally not permitted within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving (eg. at channelised intersections where high speed arterial traffic does not proceed straight ahead).
- (d) ASB's shall be located a minimum of 1500 mm from back of kerb or edge of footpath. In areas where the edge of the roadway is not kerbed, no portion of the device shall be closer than two (2) metres to the edge of the roadway.
- (e) ASB's shall not be located in positions which detract from the aesthetics, amenity or streetscape of the locality in which it is situated.
- (f) The saturation amount within a specific area will be determined by consultation between the Signage Control Officer and the designated representative from Cleansing & Maintenance Department.

3. Description of Benches

- (a) Each ASB shall have two side panels;
- (b) The advertising panels shall be of a standard size (approx. 750 x 500 mm) preferably applied as an adhesive poster to a recessed panel. The external dimensions of the ASB shall be not be >2.0m long or >850mm high or >750mm deep.
- (c) The ASB's shall be of a stand-alone design and be of sufficient rigidity to prevent it from being moved by the wind or permanently distorted and it must be able to support the weight of a minimum of 5 average persons.

- (d) The external finish of the ASB's shall be smooth and formed or coated with a material that facilitates easy cleaning including removal of graffiti and no possibility of causing injury to any users of these items. It shall be earth tone in colour.
- (e) Maintenance response time for the repair or replacement of ASB's shall be within 2 working days of advice of damage. The ASB shall be replaced if permanently damaged by fire or force.

4. Application and Approval

- (a) An application for approval of an ASB shall be made on the prescribed application form in terms of the current Umdoni Signs Bylaws, directly to the Signage Control Officer (SCO) of Council together with proof of payment of the standard sign application fee prescribed by the applicable Tariff of Charges.
- (b) The approval shall have a duration of one calendar (1) year which shall commence from the date of the Council approval. The approval shall be subject to the condition of this policy and any other applicable conditions contained within the Umdoni Signs Bylaws.
- (c) If the applicant is in breach of the policy then Council may immediately revoke its approval and remove the bench to a Council storage facility.
- (d) Upon expiry of the previous approval a fresh application must be made in the prescribed manner.
- (e) Each intended advertisement must be supplied for approval by the applicant to the SCO prior to its lighting.

5. Relocation or Removal

- (a) The Umdoni Municipality shall advise the applicant in advance of any road or other works that may require the removal or relocation of an approved ASB and the applicant shall remove or relocate the ASB at the applicant's cost.
- (b) The Umdoni Municipality reserves the right to have any ASB repositioned or removed at any time either permanently or temporarily, without cost to the Council.
- (c) The removal of ASB's by the Council will only be exercised in any or all of the following circumstances:
 - (i) Where the ASB has not been maintained to the satisfaction of the Council.
 - (ii) Where the ASB is damaged and remains un-repaired for a period of 2 weeks.
 - (iii) Where roadworks and/or the installation of public utility services necessitates the removal of the ASB.
 - (iv) Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the ASB.
 - (v) Where the road is reclassified to accommodate a higher speed.
 - (vi) Where the message conveyed on the ASB in the opinion of the Council is no longer current, appropriate or acceptable.
 - (vii) Where the applicant has not complied with the terms of the approval for the ASB issued by the Council.
- (d) At the termination of the approval period the Council may require the applicant to remove the ASB's and reinstate the roadway/verge at the applicant's cost.

6. Indemnity

The applicant shall indemnify the Umdoni Municipality against any claim or action and shall procure and maintain a Public Liability Insurance Policy to One (1) Million Rands in the names of the applicant and the Umdoni Municipality.



Umdoni Municipality

INDEMNITY

In respect of signage placed in Umdoni Municipality controlled areas

I/Wethe undersigned, hereby undertake to indemnify and to keep the Umdoni Municipality indemnified against all actions, proceedings, claims and demands, costs, damages and expenses which may be levied, brought or made against the Umdoni Municipality or which the Umdoni Municipality may pay, sustain or incur by reason of your bench/es, placed according to the addresses as stated on application/s ASB(s).

- .

SIGNED AT..... ON THE.....DAY OF..... 2009/10

SIGNATURE.....

WITNESS.....

WITNESS.....

(Office Use) Application Number. ASB - .
Date of Application
Signature Confirmed