

Msunduzi Municipality
ECONOMIC DEVELOPMENT SERVICES
BUILDING CONTROL AND SIGNAGE BUSINESS UNIT



APPLICATION FORM 'H':
NEWSPAPER HEADLINES

ERECTION AND DISPLAY OF DAILY TEMPORAL ADVERTISING SIGNS ON
PERMANENT HEADLINE POSTER FRAMES ON MUNICIPAL STREET LIGHT POLES

I/We, the undersigned, hereby apply for the approval by the *Msunduzi Municipality* in terms of the Signs Advertising By-laws of the erection and display within the public view of the advertisement sign; the details of which are set out hereunder: (PRINT)

1. **NAME OF APPLICANT/ORGANISATION** _____

2. **ADDRESS POSTAL:** _____ **STREET** _____
_____ **ADDRESS:** _____
_____ _____
_____ _____

3. **CONTACT DETAILS OF A PERSON RESPONSIBLE FOR DISPLAYING THE ADVERTISEMENT:**

- a) NAME: _____
- b) TELEPHONE: (____) _____ CELL: _____
- c) FAX: _____
- d) EMAIL: _____

4. **NUMBER OF NEWS PAPER HEADLINE FRAMES** (*agents need to inform our office of any extra frames to be added and the areas to avoid removal of illegally erected newspaper headline frames*)

- a) 1 – 15 Perm Frames
- b) 16 – 30 Perm Frames
- c) 31 – 60 Prem Frames
- d) 61 – 99 Agents
- e) More than 100 (*please specify number*) : _____

5. **NATURE OF ADVERTISEMENT BOARDS TO BE ERRECTED:** (*procedure differs with wall and ground signs*)

- a) Permanent newspaper Pole Frames

10. **SUBMISSION REQUIREMENTS:**

- 10.1 Application form
- 10.2 Application fees as prescribed in the signs tariffs register.
- 10.3 Proof of Payment
- 10.4 Printed Company details with a Logo

Any False or misleading information supplied by the applicant will render the applicant liable for prosecution.

11. DECLARATIONS:

IF THE AUTHORITY FOR THE ERECTION AND DISPLAY OF THE SIGN IS GRANTED BY THE MUNICIPALITY, THE APPLICANT AGREES THAT HE/SHE SHALL BE BOUND BY THE FOLLOWING CONDITIONS:

Subject to approval in terms of these bylaws, the erection and/or display of a headline poster is permitted in all areas except natural and rural areas of maximum control. In addition -

- (a) A headline poster shall not exceed 0.9 m x 0.6 m in area;
- (b) The commercial content of the poster shall not exceed 20% of the area of the poster nor may any
- (d) A headline poster shall not be pasted on a municipal electric light pole but is to be mounted on board and affixed securely with stout string or plastic ties, unless a permanent frame has been approved for this purpose.
- (e) Only one headline poster per pole shall be permitted.
- (f) The number of posters as well as the designated areas for the display of such posters as submitted by each newspaper group shall be strictly adhered to.
- (g) Any "special event" posters shall comply with the following;
 - (i) The name of the newspaper group, the name of the "special event" and the date of the "special event" shall appear on the poster in letters not less than 50mm in height;
 - (ii) The "special event" poster shall not be displayed for more than seven days before the date of the event and it shall be removed within 24 hours after the date of the event displayed on the poster.
- (h) A headline posters and fastenings are to be removed on a daily basis, failing which such poster shall be removed, all the newspaper group's expense, in accordance with the standard charges for the removal of posters.
 - (ii) The Municipality may recover the costs of the removal of unauthorized posters, and the reinstatement of the surface from which such posters were removed, from the person responsible for the display of such posters, or from the newspaper group concerned. The costs referred to shall be reviewed annually in terms of the annual Schedule of Tariffs.
- (i) The Municipality or its agent shall remove any poster displayed in contravention of the abovementioned bylaws.
- (j) Any poster not removed on a daily basis, or by due date in the case of poster relating to a "special event", shall be removed by the Municipality or its agent.
- (k) The display of unauthorized posters is illegal and such posters shall be removed by the Municipality or its agent at a cost determined by the Municipality in its Tariff of Charges.
- (l) Each newspaper group shall apply annually, in writing, for permission to display such signs subject to an annual fee per newspaper group, per annum or part thereof.

SIGNED AT _____ **ON** ____/____/____

APPLICANT'S SIGNATURE _____

INDEMNITY

I/We _____ (Full Names)

acting on behalf of _____ (and duly authorized thereto) in my/our personal capacity/ies, indemnify the Msunduzi Municipality and hold the Municipality and any of the employees, servants, or agents harmless against all claims for damages arising from death of, or injury to, any person whatsoever or any property whatsoever as a result, either directly or indirectly, of the erection/display by any means of signs as detailed below or in connection with.

(Name of event/advertisement)

During the period _____
(Date of event)

I further undertake all reasonable steps to prevent loss or damage to the Msunduzi Municipality's property and injury to the staff.

Should any damage occur through loss or injury be attributed to my negligent actions or omissions, I undertake to fully compensate the Msunduzi Municipality or the staff affected.

Signed at _____

On _____ day _____

Name: _____ (Initial/s and Surname of Applicant)

Capacity: _____

Address: _____

Bus. Tel: _____

Home Tel: _____

OFFICIAL USE:

1) APPLICATION FEE: _____

2) APPROVAL YES _____ NO _____

3) SIGNATURE. _____ DATE: _____