



**EXTERNAL APPLICATION FORM FOR LAMP POLE BANNER BOOKINGS
AND SECTION D.11 WAIVER APPLICATION FORM FOR EXPOS**

In line with the **Outdoor Advertising and Signage By-Law of 2001**, as presented in the *Provincial Gazette Extraordinary* on Wednesday, 5 December 2001, in addition to General requirements and conditions of Display, *Schedule 10 – Advertising on Banners, Flags and Balloons*, states that: "Approval for third party advertising on banners and balloons shall only be granted for a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes or to a function or event relating to a Municipal, Provincial or Parliamentary election or referendum"

Expo Banners are only considered if a Waiver is applied for and Approved in writing in terms of Section D.11

To accommodate your request for the booking of lamp/light poles for display of banners, the Events Office needs the specific details of your request. **For successful applications, please send this completed form at least one month prior to your event.**

EVENT AND APPLICANT DETAILS:			
Name of Event:		Applicant: Client/Organisation requesting the booking:	
Date of Event:		Contact person:	
Venue:		e-mail:	Cell:
Period to be booked: FROM	TO:	Telephone:	Fax:
Is this a function, event or campaign?		Client/Organisation hosting/ owning the event:	
Explain how this function, event or campaign is for., <i>religious, educational, social welfare, animal welfare, sporting, civic (eg environmental, Cape Town's heritage) or cultural purposes</i>		Contact Person:	
		I.D. number of contact person:	
		Domicilium/address:	
		Signed: <i>(Note that this person/organisation will be held responsible for any removal charges or fines generated should Banners be erected in contravention of approved routes, dates or rules/conditions)</i>	
Supplier and contractor responsible for Erecting of Banners:		Is event HOSTED by or in partnership with the City: YES/NO	
Supplier/rigger Contact Person & Tel: _____		<i>(excluding event merely displaying City logo or SUPPORTED, but the City is not organiser or hosting or in partnership)</i>	
NOTE: With effect July 2017, BANNER/FLAG COMPANIES must complete a separate RIGGER REQUIREMENTS FORM for EACH EVENT where they undertake to do erection and removal of Banner/Flags across the City		Please provide the relevant contact official's details from the City's side:	
e-mail:	Cell:		
Telephone:	Fax:		
DETAIL OF BANNER DISPLAY: Please CONFIRM by indicating with a circle/tick; if otherwise, give reasons			
Print specs: 100% silkscreen only:YES/NO	Polyester Bunting with 100% penetration on reverse side:YES/NO	SET-UP AND TAKING DOWN ARRANGEMENTS:	
Size per banner : 1.2m X 2.7m:YES/NO	Printing on Banners: IMPORTANT – All graphics MUST comply with the City's standard 'look and feel' (Annexure 1) using plain fonts, and limiting commercial sponsors' content/logo to NO MORE THAN 5% of the area of the Banner. YES/NO	Brackets: The City does not supply brackets for the banners on poles and it is the supplier's responsibility. Only specified brackets approved by Electricity Department. to be used as per Annexure 2; YES/NO	Banner Arms, Elastic and Cable Ties: Each supplier of the banners should provide their own banner arms, elastic and cable ties for appropriate erection of banners. YES/NO
Actual Graphics as per Annexure 1: YES/NO	Actual pole brackets as per Annexure 2: YES/NO	Cherry Pickers for Erection: only cherry pickers may be used for set-up, strictly no ladders allowed. YES/NO	Traffic Services Notification: with set-up of banners and requirement to partially close off street space, please get permission from the relevant City Traffic official. Applicant acknowledges ...YES/NO
Compliance with RULES as per Annexure 3: YES/NO			

DESIGNATED POLE-BANNER ROUTES & QUANTITY OF LAMP POLES: BANNER BOOKINGS REQUESTED				
EXTERNAL APPLICATION				
	Street name	Notes	#	Number requested
1	Lower Adderley/ Heerengracht Street	use lamp poles in-between the two circles	22	
3	Jan Smuts Drive		30	
4	Klipfontein Road		30	
5	Buitengracht Str	From Somerset Rd to Waterfront entrance	20	
6	Carl Cronje Veledrome		30	
7	Mispel Rd-Off Durban Rd		9	
8	Claremont Main		20	
9	Newlands Main	From Newlands pool- to Klipper Rd	20	
10	DF Malan	From new Civic bus station- Foreshore Freeway	9	
12	Durban Road	From Bellville stadium-Voortrekker	60	
13	Eisleben Road	No bookings until appropriate sites found.	60	
14	Johnson Road (M/Plain)	No bookings until appropriate sites found.	25	
15	Spine Road	No bookings until appropriate sites found.	30	
16	Frans Conradie (Bellville)		30	
17	FransConradie (Goodwood)	This includes N1 City area.	30	
18	Hans Strydom		30	
19	Hertzog Boulevard		30	
20	Koeberg Road M5/Potsdam	From Racecourse- Killarney Racetrack	25	
21	Lower Long Street	Between Riebeeck & Coen Steytler ONLY	25	
22	Loop Street	NO BOOKINGS allowed – Reason: Requires detailed Heritage Investigation		
23	Mamre	For Spring flower show ONLY		
24	MewWay/Landsdowne		20	
26	Okavango Road	From N1 off-ramp to North end of Cape Gate Mall	20	
27	Old Paarl Road	Outside commercial premises only	40	
28	Chris Barnard (ex Oswald Pirow)	From Hyundai- to Hertzog boulevard	20	
30	Sea Point Main Road	NO BOOKINGS		
31	Sir Lowry M4 up to Goodhope Centre	From Mount- to Church St	30	
32	Strand Street	From Long – Buitengracht street	25	
33	Somerset Mall	From N2-Mall entrance bridge	20	
34	Swartklip Rd	From Highlands Drive- to Tafelberg Street	20	
35	Vanguard Drive-Grandwest M7	From Klipfontein- Heideveld Rd & from after the bridge to Voortrekker	60	
36	Voortrekker Road (Parow)	From Mcintyre- to Mike Pienaar	20	
37	Voortrekker Road (Bellville)	From Mike Pienaar- to Durban Rd	20	
38	Tokai Main Road	From Tokai Rd- to Pollsmoor Rd	20	
39	Lakeside Main Road	From Boyes Dr- to Approach Rd	20	
40	FAN WALK Somerset Rd Fan Walk Events ONLY	From Chiappini to Boundary Rd ONLY ON OLD STREET POLES	30	
41	CTICC (Coen Steytler)		11	
<p><i>BEFORE submitting this application to the City of Cape Town, Please Note: ONLY 1 Banner per pole; EXCLUDES the poles nearest each traffic light.</i></p> <p><i>The 11 lamp poles at the CTICC are restricted to events at that venue only and all applications for events at CTICC, must have a signature of the below CTICC official.</i></p> <p>..... Date:</p> <p>Zanoxolo Filifili I hereby confirm that the dates of display are for an official CTICC event.</p> <p>CTICC: Conference and Exhibitions Services Manager T +2721 410 5000 F +2721 410 5001 E Zanoxolo@cticc.co.za</p>				
			TOTAL REQUESTED	

FEE 1: OFFICIAL TO ENTER BANNER APPLICATION FEE PAYABLE: R

EXPO APPLICANTS: MOTIVATION IN SUPPORT OF A SECTION D.11 WAIVER TO PERMIT BANNERS FOR AN EXPO:

(attach additional page/s of motivation where necessary)

NOTE – Waivers are considered taking By-law policy and the criteria of D.11 into consideration, incl extent of community benefit, public contribution and additionality to Cape Town’s tourism, environment, heritage, marketing and City events strategy.

GENERAL INFORMATION:

Is this Expo or Show registered with EXSA?		Is the Host, organiser or co-host a NPB?	
In addition to being a trade fair or exhibition, is this function, event or campaign bringing any additional community benefit eg for: <i>environmental, Cape Town’s heritage, religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes. YES / NO Explain:</i>		Is this an international, national or local Expo	
		Is this a once-off or regular e.g. Annual show?	

If YES, name of NPB benefitting: _____ **If NO**, name of private beneficiaries may be requested

Is it ‘Trade to Trade’ or ‘Trade to Public’, consumer show, etc?:	Straight Consumer show eg Homemakers..... YES/NO A trade + consumer show ie. to public and trade YES/NO Trade only; ‘Trade to trade’ eg Oil for Africa or Propak YES/NO Flea market/ retail show ie Indian trade fair, factory shop “fair” YES/NO Other (detail).....
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EXPOs PUBLIC CONTRIBUTION:

Extent and/or value of benefit to a NPB or community goal – Proof may be requested.	
Are all and any Capetonians invited to attend all events?	
What additional <u>public</u> activities eg public performances, conference, are organised as part of the Expo?	
The Expo will be attended by approx. visitors over days; Projected spend, benefit/income into the city of Cape Town by those attending the events. (eg hotels, tours)	
What is the host/ organiser’s related social responsibility, public or community benefit/legacy after Expo	
Is the event in receipt of any other sponsorship eg by Cape Town Tourism, City, state, commercial sponsor	
What is the Expos contribution to CT environmental goals, eg Greening of expo, ito recycling, energy, water	
Does the Expo contribute to a public donation fund towards a Heritage or Environmental purpose in CT	
Does the Expo give CT destination publicity and exposure to the foreign and tourist market. Give web address link:	

EXPOs ECONOMIC BENEFICIARIES:

Name of primary economic beneficiary;	
Motivate the Expos economic contribution to Cape Town	
Are products/services on Expo, from SA, CT or imports?	
Is this a platform for all/any relevant local CT-based business, or are exhibition opportunities limited to private members?	
Is exhibitor stand allocation open to general CT sector?	
Web address to list of exhibitors	
Web address/list expo categories	
Is there a Trade/ sector body, association, etc hosting or c-hosting?	
How many jobs does this Expo generate IN CAPE TOWN?: DIRECT INDIRECT TEMPORARY PERMANENT	

Fee 2: Waiver fee:

Waiver approved by City: Date:

After completion of this form, the City representative will confirm your booking IN WRITING or advise of availability/compliance or refusal.

Applicant: **Signature:**

(Full Name and Surname of duly authorised person obo the Events Organiser)

Date:

The Applicant and owner of the event is responsible for making the terms of approval known to any person/contractor acting on their behalf in the erecting, display and removal of Banners.

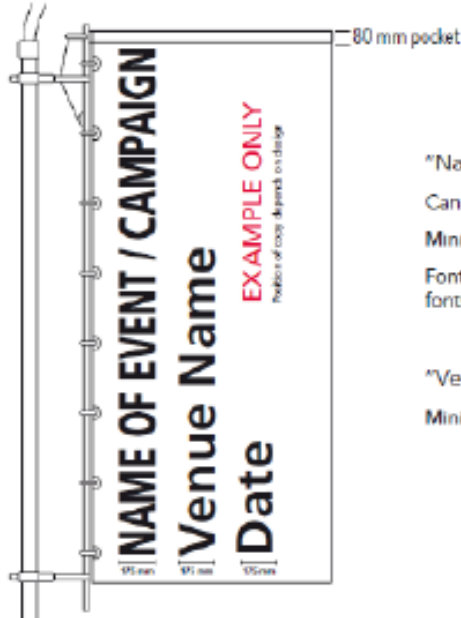
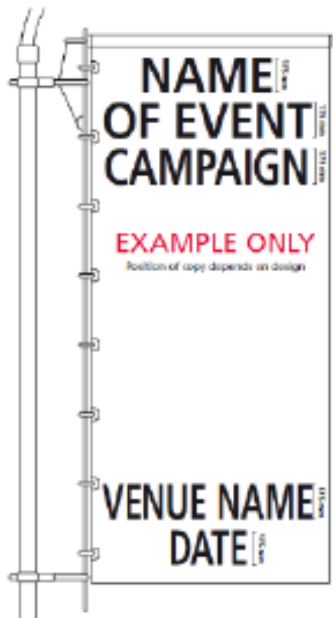
Booking Approved by City OFFICIAL: **Date:**

(Full Name of City Official)

Remarks:

NOTE: Applicants are urged to peruse attached Annexure 3 and the Approval Letter for additional conditions, as may be applicable.

Flag: Streetpole: Signage By-law Specification 1,2 m wide x 2,7 m high



"Name of Event/Campaign"

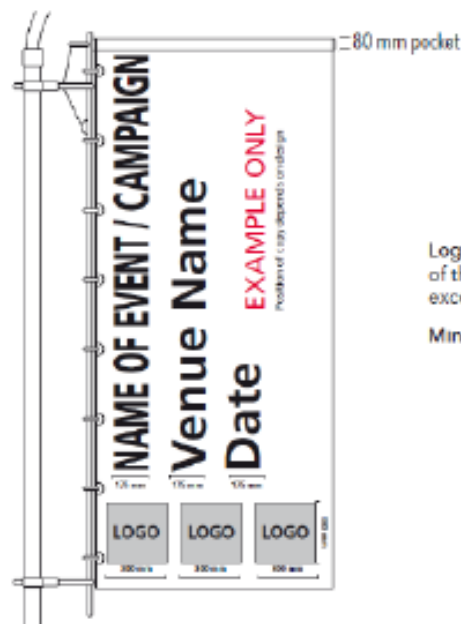
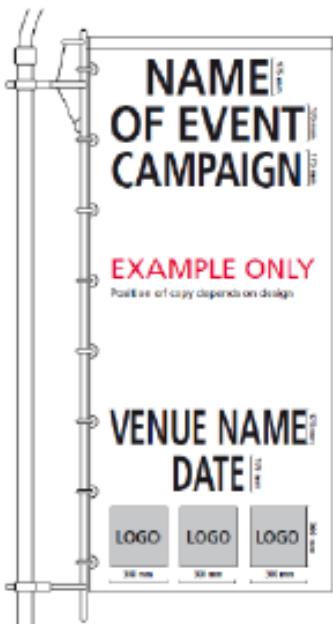
Can be in caps or lower case.

Minimum size: 175 mm

Font: Optional, but no script fonts permitted.

"Venue, Name Date"

Minimum size: 175 mm



Logos: To be located at the bottom of the flag. Total space used not to exceed 5% of flag area.

Minimum size: 300 mm X 300 mm



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Print Name:

Signature:

Date:

ANNEXURE 2

Only specified temporary swivel-brackets approved by Utility Services, Public Lighting Section may be used.
 Public Lighting Tel: 021 590 1401
 Fax: 021 590 1411
 Cell: 084 354 7717
 E-mail: shaun.kemp@capetown.gov.za

**Flag: Streetpole: Generic
 1,2 m wide x 2,7 m high**



- System**
Galvanised steel mounting
- Substrate**
Polyester or Airtex with pocket top for bracket.
- Print**
Silkscreen or digital print.
100% penetration on reverse side.
- Typeface**
Only Frutiger family may be used.
Any other font illegal.
- Example only. City reserves the right at its discretion.

PANTONE	382	214	312	130	BLACK	7470
C	28	10	95	0	0	95
M	0	100	0	30	0	50
Y	100	10	15	100	0	35
K	0	0	0	0	100	10



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 STAD KAAPSTAD**

Making progress possible. Together.

Print Name: **Signature:** **Date:**

BRACKETS & FABRIC:

STREET POLE CLAMP ON BRACKET & FABRIC BANNER SYSTEM - specification guidelines

1. **Only specified temporary swivel-brackets** (Bracket details, swivel hinge, mounting system) approved by Utility Services, Public Lighting Section **may be used.**
2. The vertical bar may only be clamped onto the street poles designated for this purpose.
3. Rubber under bracket.
4. The horizontal bar must have a swivel mechanism with a positioning system to allow wind load to be transferred away from the pole and the vertical bracket.
5. The bracket must be hot dipped galvanised.
6. When erecting and dismantling flags only the horizontal arm is removed, the vertical clamp bracket may remain on the pole to prevent damaging of the street pole, unless Utility Services' Public Lighting Section require that the vertical bracket must be removed as well.
7. When erecting and dismantling banners & brackets ladders are not allowed, only cherry pickers are to be used for this operation.
8. Traffic rules are to be adhered to.
9. New installations must be inspected 20 days after initial installation to ensure brackets are tight and trim, and every 60 days thereafter.
10. Fabric print specs: 100% silkscreen only (see diagram)
11. Polyester bunting with 100% penetration on reverse side
12. Size per banner: 1.2m (wide) X 2.7m (height/length)
13. Printing on banner: Only 5% of the flag may display (sponsor) logo or advertising.



ANNEXURE 3

GUIDELINES FOR THE ASSESSMENT AND APPROVAL OF TEMPORARY SWIVEL-BANNER SIGNS ON CITY'S ELECTRICAL LIGHT POLES

Applications submitted for consideration under Schedule 10 of the Outdoor Advertising and Signage By-law No. 10518 of 2001 (as amended 2013)

NOTE: EXPOs can only be considered IF a Waiver is applied for in terms of Section D.11 and granted.

When considering applications submitted in terms Section 2 of the By-law regarding the above, the municipality shall have due regard to the general provisions of the By-law in respect of the erection and display of such signs. If bookings are available and both the type of event and the content of proposed Banners is approvable, then temporary permission for display can be favourably considered, subject to any additional Conditions imposed in terms of Section F.44 of the By-law.

The guidelines below apply to **a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes or to a function or event relating to a Municipal, Provincial or Parliamentary election or referendum ONLY**, and no other types of functions or events are permitted.

PROCESS FOR APPROVAL OF BANNERS

Please note that the below steps can be done electronically.

- Applicant/Event Organizer may submit application forms to: Environmental & Heritage Management, emailed to: Shanaaz.chetty@capetown.gov.za
- Bookings are only available per our calendar for sites, with around 1000 approved sites available. Some sites may be reserved for specific events and availability.
- Sites are not guaranteed until payment is made in accordance with the City's published tariffs and approval & booking is confirmed by the City.
- If the dates do not clash with another booking or route, the Applicant/Event Organizer submits a sample of the banner to be erected
- Example:



- If the sample complies with the conditions of approval and street pole flag specifications, and booking dates and sites are available, Applicant/Event Organizer pays the applicable fee to Environmental Management Department.

The most central cash office for payment is in the CBD, namely:

Location **8th Floor, Good Hope Subcouncil building, 44 Wale Street, Cape Town**

Street Address **C/o Long and Wale and Streets**

Area **Cape Town** (other regional offices are on our website)

www.capetown.gov.za/work%20and%20business/doing-business-in-the-city/signage-and-advertising/outdoor-advertising

- Applicant/Event Organizer provides EHRM with proof of payment
- Applicant/Event Organizer submits the Application Form, as well as arrange with their chosen Rigger, to submit the following: Rigging Suppliers' signed Indemnity Form; Rigging Suppliers' signed Requirements Form; Copy of ID of duly authorized signatory and Copy of Rigging Suppliers' Public Liability Insurance Certificate
- Applicant/Event Organizer obtains a Letter of Approval

NB: It is only AFTER obtaining a Letter of Approval that the Applicant/Event Organizer should contact a service provider (Rigging Supplier) in order that flags can be erected. Costs to the Rigging Supplier, for erection of flags and its removal after the event, shall be at the Event Organiser's own cost.

Display of flags shall be in accordance with approved areas/routes (as per the Approval Letter)

Street pole swivel-banner and bracket specifications:

- Print specs: 100% silkscreen only
- Polyester bunting with 100% penetration on reverse side
- Size per flag: 1.2m (wide) X 2.7m (height/length)
- Printing on flags: Only one third of the flag may display (sponsor) logo or advertising.
- Bracket details, swivel hinge, mounting system.

Note: ONLY specified brackets approved by Electricity Department, **must be used**

Note: only brackets and fabric complying with these specs may be used and a drawing of the specs is available.

With set-up of event flags on lamp poles:

- Rigging Supplier must use a cherry picker and not ladders for erection of flags.
- Rigging Supplier must provide their own flag arms, elastic and cable ties for appropriate and safe erection of flags.
- Set-up time for flags must be after hours when there is not major traffic, correct traffic signage and warning signs should be used. The local Traffic Office in the area of set-up, of flags, should be informed and give advice on best procedures.

The City as owner and local government with its core business for which it is responsible, such as public lighting and economic development, has preference and first right to the display of event flags on lamp poles. The City has the right of approval of flags for its core business, specifically displaying its corporate and partnership events.

APPLICATION FEES in accordance with the annual published tariffs must be paid for before applications will be considered:

FEE 1 – Banner booking and display fee

FEE 2 – EXPOs require a Waiver application fee (Outdoor Advertising Waiver application fee) - where a specific waiver is possible in terms of the Outdoor Advertising and Signage By-Law; this is in addition to fees set out in the tariffs, payable on receipt of application, where waiver from the standard requirements is necessary

NOTE: All applications must be capable of complying with the following Standard Conditions and Additional Conditions:

**STANDARD CONDITIONS RELATING TO BANNERS ON
COUNCIL ELECTRICAL LIGHT POLES**

Subject to approval in terms of this By-Law (OUTDOOR ADVERTISING AND SIGNAGE BY-LAW), the erection and/or display of flags is permitted in all areas of control except natural and rural areas of maximum control. In addition:

1. Locality bound advertising banners, flags and balloons shall comply with the Municipality's standard conditions relating to the display of banners as set out herein below.
2. Approval for third party advertising on banners and balloons shall only be granted for a function or event conducted for religious, educational, social welfare, animal welfare, sporting, civic or cultural purposes or to a function or event relating to a Municipal, Provincial or Parliamentary election or referendum. The display of such banners shall comply with the Municipality's standard conditions relating to the display of banners as set out herein below.
3. The display of banners is prohibited on any bridge or across any public road, and along any road designated by the Municipality from time to time, unless specific consent has been obtained from the Municipality.
4. Banners may not be attached so as to interfere with or constitute a danger to passing pedestrians or vehicular traffic.
5. No banner shall be larger than 3m², except with the prior written approval of the Municipality.
6. No banner may be displayed within 30 m of any road traffic sign or traffic signal.
7. Banners are not to be affixed to trees, traffic signal poles, electrical or service authority distribution boxes, or other poles which carry road traffic signs, rock, other natural features, street furniture or other Municipal property.
8. Banners may not be affixed in such a way that they unfairly prejudice other businesses/organisations or obscure any approved existing signs.
9. Locality bound banners may only be affixed to the premises concerned.
10. Only one first party advertising banner per premises will be permitted unless the Municipality's written permission is obtained for more than one banner and the applicant is to submit in writing the time frame required for the erection of such banner, which time frame shall not exceed 10 days, unless the Municipality has specified, in its approval, that a longer period has been granted.

**ADDITIONAL CONDITIONS IMPOSED UPON APPROVAL IN TERMS OF SECTION F.44 OF THE OUTDOOR ADVERTISING AND
SIGNAGE BY-LAW, RELATING TO BANNERS ON COUNCIL ELECTRICAL LIGHT POLES**

11. A sample of the banner to be erected shall be presented to the city and is subject to the conditions of street pole flags specifications.
12. The name of the event must be bigger than the supporting, sponsor's name and logo.
13. The municipality may designate other areas where the display of banners will not be permitted.
14. Any banners not removed by the date on the application form shall be removed by the municipality.
15. Banners may be displayed 7 days prior to the event, if the municipality has approved and may be removed within 3 days after the event.
16. The municipality may recover the cost of and as a result of the removal of illegal banners, and the reinstatement of the surface from which such banners were removed, from the person/s responsible for the display of such banners.
17. The display of unauthorized banners (without letter of approval) is illegal and such banners may also be removed by the municipality or its agent and the responsible person/s shall be subject to section 16.
18. Each person intending to display a banner shall pay to the municipality a fee per banner determined by the municipality's schedule of tariffs and charges published from time to time, which is non-refundable and shall entitle that person to display the banner/s for a period stated in the letter of approval.