



**OUTDOOR ADVERTISING AND SIGNAGE
For Preliminary Impact Assessment
ENVIRONMENTAL AND SIGNAGE CHECKLIST**

The purpose of the checklist is to provide the information required for the relevant authorities to make an informed decision regarding authorization of the proposed activity.

APPLICANT: _____

LAND OWNER: _____

CONTACT NUMBER: _____

SIGN COMPANY: _____

ERF: _____ SITE ADDRESS: _____

TYPE OF APPLICATION & TYPE OF SIGN: _____

DATE: _____ PROPERTY OWNER SIGNATURE – AUTHORISING INDEPENDENT ASSESSMENT _____

Applicants are responsible for the accuracy of the information supplied and are therefore required to complete the checklist fully and honestly. Incomplete or inadequate information will not be accepted and will be returned to applicant, which may result in delays. The City of Cape Town Environmental Guidelines for Outdoor Advertising can be used to assist with completion of the checklist.

Please provide the following:

- Completed Pre-scrutiny checklist
- Photographs of the site and its surroundings in appropriate detail. Photographs of the surrounding land use from the site in all four compass directions should be provided.

1 DETAILED DESCRIPTION OF THE PROPOSED SIGN

What area will need to be cleared in order to erect the structure (m ²)? Please describe:
Will the sign be in portrait or landscape orientation?
Will the sign form its own skyline? If yes, describe:
Will the proposed project involve alterations to existing buildings or structures? If yes, describe:
Will the proposed project involve new structures buildings and infrastructure? If yes, describe:
Who is the advertising aimed at? e.g. Motor vehicle drivers on the N1 and pedestrians

2 DETAILED DESCRIPTION OF THE PROPOSED SITE

<p>Describe the proposed site. Please provide a photograph of the site showing its' context (eg. taken from approximately 50m from the site). Additional photographs may also be provided if appropriate.</p>
<p>Describe the built environment in the vicinity of the sign. Please provide details of height, style and density of buildings and any visible service infrastructure (e.g. street lights, electricity lines)</p>
<p>Describe the environmental character in the vicinity of the sign. Please provide details regarding the degree of urban, natural or rural character and proximity to natural features.</p> <p>What is the nature of the topography in the vicinity of the sign?</p>

3 THE RECEIVING ENVIRONMENT

3.1 Surrounding land use:

<p>Describe the surrounding character and land use of the surrounding area Please provide photographs of the surrounding land use from the site. Four photographs, one in each of the following directions, taken with the 50mm lens, should be provided: N, E, S, W (=360°)</p>	
North	
East	
South	
West	

3.2 Proximity to sensitive features:

<p>Is the proposed sign located in close proximity to any of the following? (this applies in all directions from the proposed sign)</p>			
Feature	Y/N	Distance (m)	Explanatory comments
A formal or informal residential area or building			
Unique architectural area (e.g. Urban Conservation Area)			
Cultural or historical sites (e.g. battle site, historical monument, graveyard, sites for burial, worship, initiation, building older than 60 years, significant landscape eg avenue, historic park, plantation, rose garden etc.)			
Designated or proposed nature conservation area (e.g. nature reserve, conservancy, World Heritage Site, wetland site)			

A green belt or public open space; A scenic landscape			
Area or site of natural beauty			
A significant tourism route or scenic drive.			
A designated prohibited route			

Please show the above on a contextual A4 plan at a scale 1:5 000 (sign site in centre of A4).

4 ILLUMINATION IMPACTS- UNILLUMINATED AND/OR ILLUMINATED

<p>Will the proposed sign involve lighting, internal illumination or LED/ video projection? If yes, describe. Include source and direction of lighting and anticipated luminance levels</p>
<p>If the sign is to be illuminated, describe other night-time light sources surrounding the site, include street lights, lit up buildings, etc. <u>Please ensure that day and night time photos are attached.</u></p>
<p>Will the sign contain any moving parts or animation?</p>
<p>What light source type is to be used i.e. incandescent, halide, neon, LED, etc.</p>
<p>How many individual light sources are proposed? E.g. 2 bulbs or 40 tubes etc.</p>
<p>Give details of lumens/wattage, stating the actual proposed and the minimum required, with details of control measures.</p>
<p>Is the angle of the light beam adequate to prevent light trespass? If not, how should it be adjusted?</p>
<p>Is the luminaire containing the light source fully, partly or not shielded? Please explain measures to prevent light spillage from various angles of view.</p>
<p>Describe the comparative impacts for the sign if it were to be <u>unilluminated</u>, down lit, up lit, side lit, back lit or projected. What actual direction of lighting is proposed, if any?</p>
<p>If back lit or internally illuminated, will the background of the advertisement panel be opaque or dark and what percentage of the advertising area will contain light/white/pale colours or graphics and evaluate impact. This should include a statement of impact if the graphics are not fully fixed.</p>
<p>What is the ambient lighting character of the receiving environment? Indicate a minimum radius of 125m Lighting zone 0 = very dark, natural areas, observatories, seascapes; lighting zone 1 = dark, developed areas in recreation/natural settings; lighting zone 2 = low, rural and low density neighbourhoods, historic areas, residential suburbs.; lighting zone 3 = medium, general CBD and Urban districts; lighting zone 4 = high, limited parts of urban districts containing entertainment precincts, regional shopping centres, industrial areas.</p>

How far is the sign from the South African National Astronomical Observatory? 0-5km 5-10km 10+km
Will there be intrusion on the after hour amenity of surrounding residences?
What are the hours of lighting proposed, are any dimmer switches, timing devices or limited hours of illumination proposed in mitigation?
In view of the current shortage of electricity in the country, kindly motivate as follows: Can/will alternative energy sources be used for illumination? E.g. solar or wind
If not, why not?
If you have investigated alternative energy sources, what were your findings and provide reference details of documents to support your findings.
Describe any positive contribution of illumination to the security lighting of the area
Please attach any recommended mitigation measures for any negative impacts described
Will the sign message be electronic, either fully or partly, or with other instant message change or moving message capacity?
If digital, please indicate what the change interval transition time will be between message changes
What size digital screens are you proposing (pitch/pixel screens) 8mm, 10mm, 12mm or other?
What Guarantee is there on the screen/parts? Less than 5 years or more than 5 years?
Who will be overseeing the installation of the digital screen?
If there is a problem with the digital screen, what is the turnaround time guaranteed to get someone on site and back up and running if screen has an issue?
Is there a Service agreement included with the installation of the sign?
What is the Power Consumption required to power screen?
is there Auto adjusting of screens luminosity when surrounding lighting environment darkens/brightens?

IF ON PROFIT BODY PREMISES PLEASE COMPLETE THE ADDITIONAL QUESTIONS BELOW

in terms of the Definition of Non Profit Body in the By-law, it states as follows:

Non-profit body'' is a body established primarily to promote a community goal or benefit without direct or personal financial gain; and may include educational, sporting, medical, municipal departments; bodies as well as charities or community organisations. The Municipality may call for documentary proof, (which may include the production of bank statements) of the non- profit status or community benefit objective of the body.

In view of this please can you provide the following information:

What is the current value of the existing external illumination advertising space?

– ie monetary value to signage company in Rand value?

What is the current contribution to school by sign company for the externally illuminated billboard in Rand value?

What percentage is this?

How do these figures change now?

What will the proposed internally illuminated/electronic/led Rand value be to the sign company?

What will the proposed contribution to school by sign company be for the internally illuminated/electronic/led billboard in Rand value be? Digital set to be 8% higher in value?

Is this sign visible to any residents, guest houses, hotels B&B or any other form of residential units?

Who will be paying for the electricity source?

5 ENVIRONMENTAL IMPACTS

5.1 Visual impacts: Distinguish day time and night time impacts as follows:

Use the principles of the Dark-Sky Association on website: www.darksky.org as a guide for nighttime impacts

From where will the proposed sign and its structure be visible?

- Specify surrounding Area of Control, including residential areas, **(residents, guest houses, hotels B&B or any other form of residential units?)**
- **Specify** commercial areas, road intersections, bridges and viewpoints/lookout area, etc.

5.2 Noise impacts

Are any noise impacts (e.g. mechanical devices, audio, wind/flags, MWradio interference) associated with the proposed sign? If yes, explain

5.3 Traffic Safety Impacts:

Does the proposed sign meet the general traffic safety requirements set out in the By-law? Please substantiate as necessary with an Independent Traffic Engineers preliminary statement.

5.4 Social benefits

Are any public or social benefits or public contributions associated with the proposed sign? If yes, explain.

5.5 Botanical impacts:

Describe the ground cover. (e.g. natural vegetation, grass, gravel etc.)

Are there any existing trees affected directly by the sign or obstructing intended sight of the sign, and any trees proposed to be lopped, topped or felled? If yes, explain

Are there existing invasive alien plant species in the vicinity of the sign? If yes, describe

5.6 Construction, maintenance and decommissioning:

Will an existing route be used to access the site? If yes, describe. If no, explain proposed access

5.7 Servicing:

What services will the project require and how will these be provided? (e.g. Electricity, Water)

Will new service lines need to be installed? If yes, explain

6 POSSIBLE MITIGATION MEASURES

Describe any measures that are considered, possible or proposed to mitigate any possible detrimental impacts from the display of the sign.

7 PUBLIC CONSULTATION

Has there been any public consultation about the proposed sign? If so, please summarize the process and attach any written comments.

8 RECOMMENDATIONS OF INDEPENDENT IMPACT ASSESSOR

Please attach either:

- a recommendation including mitigation recommended if no further impact assessment is needed, or
- indicate what the further requirements are of a full or additional EIA, HIA or TIA

To be completed by the Assessor:

I, (name) of

..... (Company name)

..... (address),

Attest that I am an independent consultant and I am not associated with

..... (Sign Company name) in any way.

Signed.....

Dated