



## **TATU CITY OUTDOOR ADVERTISING AND SIGNAGE POLICY**

|                          | Name(s)            | Designation   |
|--------------------------|--------------------|---|
| Prepared by              | Perminas Marisi    | Head of City Management   |
| Reviewed and approved by | Preston Mendenhall | Executive Vice President<br>Rendeavour/<br>Country Head Tatu City |
| Policy version number    | 03/2023            |   |



Table of Contents

INTRODUCTION.....3

CURRENT LEGAL FRAMEWORK .....3

OTHER APPLICABLE LAWS RELATED TO OUTDOOR ADVERTISING AND SIGNAGE .....3

OBJECTIVES AND SCOPE OF THE POLICY .....3

SPATIAL REGULATIONS GUIDELINES .....4

REGULATION OF TRAFFIC HAZARDS.....5

TRANSPORT CORRIDOR ADVERTISING GUIDELINES.....5

ENVIRONMENTAL GUIDELINES FOR OUTDOOR ADVERTISEMENT .....5

SIGNAGES WHICH ARE EXEMPTED FROM THIS POLICY .....5

PROHIBITED SIGNS .....6

PUBLIC SAFETY .....7

GENERAL SIGNAGE DESIGN AND INSTALLATION ISSUES .....8

    Macro-Scale Planning Principles.....8

    Sign Clutter Controls .....8

    Site-Specific And Structural Criteria.....9

    General Criteria.....9

    Wall Advertisements Criteria.....10

    Roof or Sky Advertisements Criteria .....10

    Freestanding Advertisements Criteria .....11

    Building Wraps and Hoardings Criteria.....12

    Lamp Pole Advertising Criteria .....13

GUIDELINES FOR APPLICATION AND APPROVAL FOR TATU CITY SIGNAGE .....13

    Application Requirements.....13

Approval of Plans.....14

Withdrawal or Amendment of Tatu City Approvals .....14

## INTRODUCTION

This policy is meant to ensure that all signages within Tatu City are designed to be harmonious with the surrounding environment, while ensuring structural and public safety. The policy is applicable to all signs in all open spaces within Tatu City including roadways and other public thoroughfares.

No person or entity will erect signage within Tatu City without the necessary approvals in line with the requirements of this policy.

## CURRENT LEGAL FRAMEWORK

The Constitution of Kenya under the Bill of Rights article 42 gives every person the right to a clean and healthy environment. The Tatu City Master Declaration gives the Tatu City Management Company SEZ Limited the powers to manage and control outdoor advertising. On the backdrop of this, the Tatu City Management Company SEZ Limited is therefore committed towards environmental protection and preservation by enacting City by-laws that:

- i. Enhance the aesthetics, look and feel of Tatu City as an organized, master planned and sustainable City.
- ii. Prevent pollution and ecological degradation;
- iii. Promote conservation; and
- iv. Secure ecologically sustainable development and use of natural resources while promoting justifiable economic and social development.

## OTHER APPLICABLE LAWS RELATED TO OUTDOOR ADVERTISING AND SIGNAGE

All signs to be erected and/or displayed within the area of jurisdiction of Tatu City must, in addition to complying with this policy, comply with all other applicable legislation, including but not limited to:

- i. Kenya Environmental Management and Coordination Act
- ii. Kenya Occupational Safety and Health Act of 2007
- iii. Kenya building Code
- iv. Kenya Roads Act.
- v. Landlord and Tenant Act.

## OBJECTIVES AND SCOPE OF THE POLICY

This policy shall be applicable to all the areas under the jurisdiction of Tatu City. Any entity or person, who displays or wants to erect any outdoor informational, directional or advertising within Tatu City, must adhere to the requirements set out in this policy.

In applying these guidelines, Tatu City and the advertising industry alike will strive to strike a balance which will allow advertising opportunities on one hand and traffic safety, the conservation of the environmental and heritage resources on the other hand. The approval process will be two-fold; i.e involve the approval of the advertisement structure on one hand, and approval of the display on the other.

Outdoor advertising within Tatu City will be geared towards enhancing the City's streetscapes, creation of a vibrant and pleasant living environment.

The main objectives of this policy are:

- i. The improve and protect public safety, environmental and physical health;

- ii. To create an operational framework for outdoor advertising and signage based on social, environmental and economic sustainability;
- iii. To set new standards pertaining to distances between advertisements, sizes, locations and siting/physical orientation;
- iv. To provide investment opportunities through policies that are investment friendly;

## SPATIAL REGULATIONS GUIDELINES

Areas of maximum control include, but are not limited to;

- i. Natural recreational spaces and urban conservation areas (areas of attractive landscape), national parks, gardens, forests, rivers and wetlands;
- ii. Protected areas and their proximity (Tatu City executives' residences etc.);
- iii. Cultural heritage sites;
- iv. Gazetted (listed) buildings; and
- v. Low-density residential areas.

In these areas, NO advertisements will be allowed unless they are part of a public utility serving these areas and are at a very small scale.

Areas of minimum control are areas which require least control such as:

- i. Areas of concentrated economic activity where business is the main focus; CBD pedestrian bazaars, local shopping centers, industrial areas and parks;
- ii. Entertainment areas or complexes; and
- iii. Transportation terminals and prominent transport nodes.

In these areas:

- i. Sizes of advertisements along the road corridors will be subject to road sizes. Wider roads will be considered for larger advertisements while narrower roads will be subjected to smaller advertisements.
- ii. Billboards along road corridors will be subjected to setbacks. Distances of these setbacks will be determined by road sizes.
- iii. In areas of concentrated economic activity like bazaars and shopping malls, multiple signs (neon or illuminated) will be allowed as long as they do not deface such spaces or buildings. Landlords/owners of such properties must ensure that all signs are approved by Tatu City before they are displayed and that they are properly installed.
- iv. These signages should not be detrimental to the surrounding environment by reason of size, shape, color, texture, intensity of illumination, quality of design or materials or for any other reason.

Areas of partial control are areas characterized by a greater degree of integration and complexity of land such as:

- i. High density residential areas;
- ii. Small commercial enclaves in residential areas;
- iii. Office parks and ribbon development along main streets;
- iv. Educational institutions;
- v. Sports fields or stadia; and
- vi. Offices and other facilities.

In these areas:

- i. Billboards and signages should conform to the character of the specific areas.
- ii. All billboards along the major road corridors shall observe a minimum distance of 250 meters from each other.

## REGULATION OF TRAFFIC HAZARDS

The Tatu City's Road Use Policy makes it an offence to display any unapproved advertisement on a Tatu City Road, footway or verge or on any tree or structure in or on a Tatu City Road.

No advertisements will be allowed on carriage way. Other advertisements will be allowed on the road reserve only if they; have public service element like public safety information, providing a public service or serving any other public interest other than advertising. Tatu City shall process applications of this nature on Tatu City's Road reserves.

## TRANSPORT CORRIDOR ADVERTISING GUIDELINES

- i. The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant local zonal plan.
- ii. Advertisements must not be placed on land where the signage is visible from areas in which it is likely to significantly impact on the amenity of those areas.
- iii. Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.
- iv. Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.
- v. Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to or screening unsightly.

## ENVIRONMENTAL GUIDELINES FOR OUTDOOR ADVERTISEMENT

- i. Where proposed outdoor advertisement is in material conflict with elements of environment e.g., existing trees, the environment takes precedence.
- ii. When an approval has been granted, disturbance of environment in the course of erection works should be minimal, with all resultant debris carted away and appropriately disposed of immediately, and the site reinstated to a status that is acceptable by the Tatu City Management Company SEZ Limited.
- iii. Generation of any noise during construction work and the running of the advertisement including mobile advertisements should be subject to the Tatu City Noise Regulations in place.
- iv. Areas deemed worth of preservation as natural as possible e.g., natural recreational areas, areas of unique landscape, heritage parks, water bodies, wetlands and other riparian lands should be ring fenced against advertisements significantly out of character in such areas;
- v. Future soft landscaping works within the vicinity of an existing and duly approved advertisement structure should take cognizance of the desired visibility of such signage and;
- vi. Any permissible removal of visual obstruction occasioned by trees should be duly requested for, approved and executed as provided for in relevant Tatu City's environmental regulations in place.

## SIGNAGES WHICH ARE EXEMPTED FROM THIS POLICY

An explicit permit strictly in line with the provisions of this policy is not required for:

- i. A sign within a client's property meant to identify the property or functions of a department, amenities etc. within Tatu City as long as it's not a branded or promotional signage. This however doesn't exempt approval of the signage by the Development Control Company as part of the building façade.

- ii. A sign controlling traffic on a Tatu City Road, railway, tramway provided it is displayed at the direction and approval of Tatu City Management Company.
- iii. A sign at a hospital that gives direction to emergency facilities
- iv. A sign inside a building and enclosed spaces. These advertisements must not be illuminated or displayed within one meter of any window or other external opening through which they can be seen from outside the building.
- v. A sign in a Tatu City Road reserve which gives direction or guidance about a tourist attraction, service or facility of interest to road users. The sign must however be approved and displayed to the satisfaction of the Tatu City Management Company.
- vi. A sign on a showground, on a major sports and recreation facility provided that the advertisement cannot be seen from the public street.
- vii. A sign required by statute or regulation, provided it is strictly in accordance with the statutory requirement.

## PROHIBITED SIGNS

No person shall erect or cause or permit to be erected or maintained any of the following signs:

- i. Any advertisement or sign, other than an exempted sign, for which neither a permit nor approval has been obtained or which does not comply with the requirements of, or which is not permitted by this Policy, Tatu City Bylaws or any other Law or Regulation.
- ii. Any sign suspended across a street unless otherwise approved by the Tatu City Management Company.
- iii. Any sign which may either obscure a road traffic sign, be mistaken for with or interfere with the functioning of a road traffic sign.
- iv. Any sign which may obscure traffic by restricting pedestrians or motorists' vision and lines of sight thus endangering pedestrians and motorists' safety.
- v. Any sign which is indecent or suggestive of indecency, prejudicial to public morals or is reasonably objectionable.
- vi. Any sign which will obstruct any window or opening provided for the ventilation of a building or which obstructs any stairway or doorway or other means of exit from a building or which will prevent the movement of persons from one part of a roof to another part thereof.
- vii. Any animated or flashing sign the frequency of the animations or flashes or other intermittent alternations of which disturbs the residents or occupants of any building or is a source of nuisance to the public or impairs road traffic safety.

- viii. Any illuminated sign, the level of illumination of which unreasonably disturbs the residents or occupants of any building or is a source of nuisance to the public.
- ix. Any poster otherwise than on a hoarding legally erected for the purpose of accommodating such poster.
- x. Any sign or signs, the total area of which exceeds 30m<sup>2</sup>, painted or fixed on a wall of a building not being a front wall of such building, unless approved in terms of the policy for the promotion of Outdoor Advertising.
- xi. Any sign painted on any fence or boundary wall, not being an approved sign.
- xii. Any poster or sign attached to a tree.
- xiii. Any temporary sign for commercial or third-party advertising erected on Tatu City's land, unless by prior signed encroachment agreement or contract with Tatu City.
- xiv. Any sign or poster attached to a Road Traffic Sign.

## PUBLIC SAFETY

Advertisements by their very nature are designed to attract the attention of passers-by and therefore have the potential to impact on public safety. In assessing the impact of an advertisement on public safety, the Tatu City Management Company will have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water or in the air.

The main types of advertisements which are likely to pose a threat to public safety are:

- i. Those which obstruct or impair sight lines at corners, bends or at a junction or at any point of access to a road;
- ii. Those which, by virtue of their size or siting, would obstruct or confuse a road user's view or reduce the clarity or effectiveness of a traffic sign or traffic signal, or those which would be likely to distract road users because of their unusual design;
- iii. Signs which leave insufficient clearance on or above any part of the road or footpath, or insufficient lateral clearance for vehicles on the carriageway;
- iv. Those which are located so as to impair the safety of any person looking at them because there is no protection from moving vehicles or where the footpath is narrow at the point where the public stop to look at them;
- v. Illuminated signs;
  - Where the means of illumination is directly visible from any part of the road;
  - Which, because of their color, could be mistaken for, or confused with, traffic lights or any other authorized signals;
  - Which, because of their size or brightness, could result in glare or dazzle, or otherwise distract road users especially in wet or misty weather;
  - Signs which incorporate moving or apparently moving elements in their display, especially where the whole message is not displayed at one time therefore increasing the time taken to read the whole message;
  - Those which resemble traffic signs because of their color or content or those which embody directional or other traffic elements and which could therefore cause confusion with traffic signs;
  - Signs sited or designed primarily to be visible from a motorway or other special road; and
  - Those which cause possible interference with a navigational light or an aerial beacon.

In assessing the impact on public safety, the vital consideration by the Tatu City Management Company will be whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting or confusing to the extent that it creates a hazard to, or endangers drivers, cyclists or pedestrians.

Where necessary, Tatu City will consult other private and public bodies and authorities such as the Kenya National Road authorities on matters of road safety.

## GENERAL SIGNAGE DESIGN AND INSTALLATION ISSUES

The design of a sign and where it is placed affects the character of the environment.

There are three levels of design assessment criteria for advertising in transport corridors:

- Macro-scale planning principles
- Sign clutter controls
- Site-specific and structural criteria

### Macro-Scale Planning Principles

The installation of advertisements within Tatu City must be strategically planned so that their placement is compatible to the character and land uses of the areas they occupy. Consideration must be given to the nature and quality of the landscape, streetscape or corridors including immediate views, adjacent infrastructure, buildings and whether surrounding land-use is compatible with the type (e.g., its form, scale etc.) of advertising being proposed.

Design considerations will include:

#### i. Character of the Area:

This will include the compatibility of the advertisement with the existing or desired future character of the precinct area or locality in which it is proposed to be located and the consistency of the proposal with the particular theme for outdoor advertising in areas of that particular locality.

#### ii. Special Areas

The advert proposal should not detract from the amenity or visual quality of any environmentally sensitive area, heritage areas, natural or other conservation areas, open space area, waterways and low-density residential areas.

#### iii. Vistas and Views

The advert should not obscure or compromise important views, dominate the skyline and reduce the quality of vistas and should respect the viewing rights of other advertisers.

#### iv. Streetscape, setting or landscape

- The scale, proportion and form of the advertisement must be appropriate for the streetscape or setting.
- It should also contribute to the visual interest of the same and try as much as possible to reduce clutter by rationalizing and simplifying existing advertising.
- The advert will, if possible, screen off unsightly features in the background.
- It should not protrude above buildings, structures or tree canopies in the area or locality.
- The advert proposal will be weighed against considerations such as if it will require some background vegetation management.

#### v. Associated devices and logos with advertisements and advertising structure

Safety devices, platforms, lighting devices or logos should be designed as integral parts of the signage and structure on which they are to be displayed.

### Sign Clutter Controls



- i. Advertising structures should not be placed in a location that will result in visual clutter. Clutter can be a distraction to drivers particularly where other signage such as directional or road safety signs are located besides making a streetscape or landscape visually unattractive.
- ii. The viewing rights of adjacent advertisers must also be considered when placing advertisements near existing signage.
- iii. What constitutes “clutter” will differ depending on the location. For instance, within the city’s enterprise corridors, it is not uncommon to have multiple signs visible along a given sightline. When strategically placed, these signs can contribute to the urban fabric and promote city life in key areas. Clutter in this context may result however if there are too many signs or multiple messages placed on a single advertising site or location. Multiple advertisement signs on roads/trunkways adversely impacts on visual amenity and road safety.
- iv. The overall number of signs placed along Tatu City’s transport corridor will be minimized.
- v. In reviewing advertising proposals, the Tatu City Management Company will disregard clutter in line with the following considerations:
  - Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter.
  - Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.
  - Along major Tatu City transport corridors, no more than one advertising structure should be visible along a given sightline.

### Site-Specific And Structural Criteria

- i. The broad macro-scale criteria and clutter controls outlined in Section 5.1 and 5.2 dictate where advertising may or may not be appropriately placed.
- ii. The site-specific and structural criteria below guide the design and location of advertisement on specific sites to reduce unintended impacts from the signage.
- iii. The general criteria as well as site specific criteria related to the particular type of site should be considered so that the sign will positively contribute to the qualities of associated buildings, bridges and other structures.
- iv. Factors to consider include form (shape and size) of signs, lighting, as well as structural and placement considerations.

### General Criteria

Advertising structures should meet the following site-specific criteria:

- i. The advertising structure should demonstrate design excellence and show innovation
- ii. in its relationship to the site, building or bridge structure.
- iii. The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.
- iv. The advertising structure should be in line with important features of the site, building or bridge.
- v. The placement of the advertising structure should not require the removal of significant number of trees or other native vegetation.
- vi. The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.
- vii. Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.

- viii. Illumination of advertisements must not result in unacceptable glare or reduce safety for pedestrians, vehicles or aircraft.
- ix. Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.
- x. Illumination of advertisements must be consistent with road safety.

### Wall Advertisements Criteria

Consent will be granted for a wall advertisement under the following conditions.

- i. Only one wall advertisement may be displayed per building elevation.
- ii. The architectural design quality of the building must not be diminished by the signage.
- iii. (iii)The advertising structure must be contained completely within the solid boundaries of the building walls (i.e., the sign must not be wider or higher than the building itself).
- iv. The advertising structure must not extend outward more than 0.2meters from the building wall unless occupational health and safety standards require greater protrusion.
- v. The advertisement must not extend over or block windows or other openings in the building.
- vi. The advertisement must not be placed on heritage buildings or other heritage structures.

### Roof or Sky Advertisements Criteria

Roof or sky advertisements must comply with the following requirements:

- i. The advertisement improves the visual amenity of the locality in which it is displayed, or
- ii. That the advertisement improves the finish and appearance of the building and the streetscape, and
- iii. As shown in the figure below, the advertisement must be:
  - No higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and
  - No wider than any such part, and
  - Consent for a roof or sky advertisement is limited to 1 year renewable.
  - Approval is dependent on specific location details, site heritage values and whether it is in line with Tatu City development control regulations.



## Freestanding Advertisements Criteria

Freestanding advertisements must comply with the following requirements:

- i. The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 500 meters.  
*Note: This impact should be measured from the vehicle approach location and any other critical viewpoints.*
- ii. For a freestanding advertisement greater than 45 square meters, the Tatu City Management Company and the Tatu City Development Control Company must give their consent in line with the development control guidelines of the relevant area or precinct.

Advertisements on bridges and crosswalks must be consistent with the following requirements:

- i. The architecture of the bridge must not be diminished. Consideration should be given to whether the advertising structure is compatible with the form and scale of the bridge and to the bridge style and design. Consideration should be given to whether the advertisement significantly detracts from the principle structural qualities of the bridge or any important decorative inclusions. It is preferable that the sign be directly integrated into the structural design of the bridge. The sign should not compromise the architectural and visual quality of the bridge structure.



*Signage in the figure above does not detract from architectural elements of bridge; does not block views; advertising form is compatible with bridge form.*

- ii. The advertisement must not extend laterally outside the structural boundaries of the bridge as shown in the figure below. This alignment is applicable for the solid part of the structure, road deck, handrail and safety guard fencing, but does not include additional devices attached to the structure such as lighting and power poles.

## TATU CITY

Tatu House, Off Ruiru-Kamiti Road, P.O Box 2739-00621, Nairobi.  
+254 020 513 1000 | [sales@tatucity.com](mailto:sales@tatucity.com) | [www.tatucity.com](http://www.tatucity.com)

A development by

**RENDEAVOUR**

AFRICA'S URBAN FUTURE



- iii. The advertisements must not extend below the base of the bridge structure, unless it is wholly incorporated into a pylon or abutment of the structure.
- iv. On a road or pedestrian bridge, the advertisement must not protrude above the top of the structural boundaries of the bridge, not block significant views for pedestrians or other bridge user e.g., cyclists; and not create a tunnel effect, impede passive surveillance, or in any way reduce safety for drivers, pedestrians or other bridge users.

*Note: Signs that extend above bridge handrail height (approx. 1 metre above the walking Surface levels) have the potential to block views, create a tunnel effect or impede passive surveillance by blocking clear sightlines to and from the bridge.*

### Building Wraps and Hoardings Criteria

Building wrap advertisements must be consistent with the following requirements:

- i. The display of any building wrap advertisement is limited in time to a maximum of one year after which it must be considered for renewal.
- ii. A building wrap advertisement may cover the entire facade or hoarding of a building or site if it is consistent with the requirements of the Tatu City Physical Planning Regulations and the National Building Code.
- iii. Consent will not be granted for a building wrap advertisement unless the display of the advertisement is consistent with the Tatu City development control guidelines.

#### TATU CITY

Tatu House, Off Ruiru-Kamiti Road, P.O Box 2739-00621, Nairobi.  
+254 020 513 1000 | [sales@tatucity.com](mailto:sales@tatucity.com) | [www.tatucity.com](http://www.tatucity.com)

A development by

**RENDEAVOUR**

AFRICA'S URBAN FUTURE



## Lamp Pole Advertising Criteria

- i. The Light boxes should be installed after every two poles.
- ii. The light boxes should be a maximum of 2m high by 1m wide.
- iii. Should be placed at a minimum distance of three (3) metres from the ground
- iv. The installation of the advertisement in a given corridor should not be inconsistent with the land use objectives for the area outlined in the relevant precinct development/environmental plan.
- v. The advertisements should not obstruct traffic signs and any other information meant for road users.
- vi. Request to connect light boxes to electricity shall be submitted to the Tatu City Management Company and the Tatu City Power Company, evaluated, approved and connection done by the Tatu City Power Company.
- vii. Electricity bills set by Tatu City shall be paid promptly and any repeat defaulters shall be disconnected from the grid permanently.
- viii. On expiry of advertising period, the advertiser shall remove all materials within five working days and restore the pole to its original state failure to which Tatu City shall remove and dispose of the materials at their cost without further reference to the advertiser.

## GUIDELINES FOR APPLICATION AND APPROVAL FOR TATU CITY SIGNAGE

### Application Requirements

- Any person who intends to display or erect any sign or use any sign or use any structure or device as an informational or advertising sign shall submit a written application in such a form as Tatu City Management Company may require, completing all details requested for.
- Pay the relevant Tatu City signage application processing and subscription fee.
- An application shall be signed by the owner or authorized representative of the proposed advertising structure and by the registered owner or authorized representative of the land or building on which the structure or advertising is to be erected or displayed and shall be accompanied by:
  - i. A location plan indicating the anticipated position of the signage within the Tatu City.
  - ii. A block plan of the site on which the advertising sign is to be erected or displayed, drawn to a scale of not less than 1:500 showing every building, structure or key landmarks (including background vegetation/trees) on the site with dimensions of the sign or advertising in relation to the boundaries of the site and the location of the streets, buildings, structures and landmarks on the properties abutting the site;
  - iii. Drawings sufficient to enable Tatu City Management Company to consider the appearance of the advertising sign and all relevant construction detail;
  - iv. Drawings showing the advertising signage in relation to other similar type of signage in the area in which it will be erected.  
Every such plan and drawing shall be submitted in soft copy.
  - v. If a sign is to be attached to or displayed on the facade of a building, the Tatu City Management Company may require the submission of an additional drawing showing an elevation of the building in color, the details and position of the proposed sign and the details and the position of every existing sign on the building drawn to a scale of not less than 1: 100. The Tatu City Management Company may additionally or alternatively require a colored print of or an artist's impression or computer aided impression of the building with the details of the proposed sign superimposed on such graphic and drawn as nearly as is practicable to the same scale as that of the graphic.

### TATU CITY

Tatu House, Off Ruiru-Kamiti Road, P.O Box 2739-00621, Nairobi.  
+254 020 513 1000 | [sales@tatucity.com](mailto:sales@tatucity.com) | [www.tatucity.com](http://www.tatucity.com)

A development by

**RENDEAVOUR**

AFRICA'S URBAN FUTURE

- vi. The Tatu City Management Company may require the submission of additional information, drawings, calculations and other information certified by a registered structural engineer to enable it to establish the adequacy of the proposed means of securing, fixing or supporting any advertising sign to resist all loads and forces to which the advertising sign, or screen may be exposed and the sufficiency of the margin of safety against failure.

### Approval of Plans

- i. The Tatu City Management Company may grant approval or reject any application submitted subject to any amendment and/or condition which it may deem expedient.

### Withdrawal or Amendment of Tatu City Approvals

- i. The Tatu City Management Company may, at any time, withdraw an approval granted or amend any condition or impose a further condition in respect of such approval, if in the opinion of Tatu City an advertising sign
- ii. Should an approved signage not be erected within two (2) months from approval or within a time specified in the approval granted, the approval will become null and void.
- iii. Should the information requested by the Tatu City Management Company or applicable fees to process a signage application not be submitted within a one-month period from the date of the application, the application shall be considered withdrawn.

#### TATU CITY

Tatu House, Off Ruiru-Kamiti Road, P.O Box 2739-00621, Nairobi.  
+254 020 513 1000 | [sales@tatucity.com](mailto:sales@tatucity.com) | [www.tatucity.com](http://www.tatucity.com)

A development by

**RENDEAVOUR**

AFRICA'S URBAN FUTURE