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DEPARTMENT OF LOCAL GOVERNMENT
(Town Planning Wing)

NOTIFICATION

The 9th July, 2015

No. DirTP/2015/2144.-The following draft of Model Municipal Outdoor Advertisement Bye-Laws 2015, which the Governor of Punjab proposes to make in exercise of the powers conferred by sub-section (1) of section 201 of the Punjab Municipal Act, 1911 (Punjab Act No. 3 of 1911), and all other powers enabling him in this behalf, is published below as required by section 200, for the information of the persons likely to be affected thereby.

2. Notice is hereby given that the draft will be taken into consideration by the Government on or after the expiry of a period of thirty days from the date of publication of this notification in Official Gazette, together with any objection or suggestion with regard to the said Bye-laws, which may be received by the Secretary of Government of Punjab, Department of Local Government, Chandigarh, from any person, before the expiry of the period so specified.

DRAFT BYE-LAWS
CHAPTER – I
TITLE AND COMMENCEMENT

1.1 These Bye-Laws may be called the Model Municipal Outdoor Advertisement Bye-Laws 2015.

(2539)

- 1.2 These shall come into force on such date, as the Government may by notification, appoint.
- 1.3 These Bye-Laws shall apply to the Municipal area of all Municipal Councils / Nagar Panchayats or to such other areas, as the State Government may extend by notification in the official gazette.

2. **Definition:-**

In the order unless there is anything repugnant in the subject or context:-

- (i) **“Advertisement”** shall mean any work, letter, model sign, device or representation supported on or attached to any post, pole, standard framework or other support wholly or in part upon or over any land building or structure which or any part of which shall be visible against the sky from some point in any street includes all and every part of any such post, pole, standard frame work or other support. It shall also include any balloon parachute or other similar employed wholly or in part for the purpose of any advertisement announcement or direction upon or over any land , building or upon or over any street
- (ii) **“Advertisement Regulation Committee”** means Committee consisting of (a) Executive Officer, Municipal Council / Nagar Panchayat (b) STP / MTP/ATP of Local Government Department (c) in-charge Advertisement (d) Executive Engineer of PWD (B&R) (e) Deputy Superintendent of Police,(Traffic) (f) STP/DTP of Housing and Urban Development Department (g) Representative of the Concerned Highway Authority
- (iii) **“Advertisement Zoning Plan”** means the numbered plan signed by the Executive Officer and kept in his office defining the areas of special control and restrictions regarding the advertisements applicable to such areas.
- (iv) **“Area of Special Control”** means as area so defined in the advertisement Zoning plan.
- (v) **“Enclosed Land”** shall means the land which is wholly or for the most part enclosed within the hedge fence, wall or similar screen or structure and shall not include any railway station together with the yards and fore court thereof, whether enclosed or not, any public park, public garden or other land held for the use or enjoyment of the public.
- (vi) **“Illuminated Advertisement”** shall mean any advertisement with self-luminous by an outside source of light, but not include an illuminated display of foods if such display:
- (a) is of goods merely bearing labels showing the name of articles of its manufacturer or of other : and
- (b) is made by lighting which is not, in the opinion of the Executive Officer more than is necessary to make the goods labels visible at night.
- (vii) **“Name Plate”** shall mean an advertisement announcing the name of owner and or name of occupier of building and/or name of a building upon which such advertisement is fixed, exhibited, painted, pasted, retained or displayed, provided that the size of the letters constituting such advertisement does not exceed 2” in height and the total area does not exceed 4 square feet.
- (viii) **“Structure”** shall include a post, pole, tree, bridge, embank and road surface and also a tramcar, omnibus and any other vehicle any movable board used primarily as an advertisement or advertising medium.

3. **Regulation and control of advertisement**

No advertisement shall be erected, exhibited, fixed or retained upon or over any land, building; wall, boarding, frame, post or structure or place within the city without the written

permission of the Executive Officer granted in accordance with bye-laws made under this Act.

Provided that no permission shall be required for any advertisement which:-

- (a) is exhibited within the window of any building if the advertisement relates to the reader, profession or business carried on in that building; or
- (b) relates to trade profession or business carried on within the land or building upon or over which such advertisement is exhibited or to any sale or letting of such land or building or any effects therein or to any sale entertainment or meeting to be held on or upon or in the same; or
- (c) relates to the name of the land or building upon or over which the advertisement a railway administration is exhibited, or the name of the owner or occupier of such land or building ; or
- (d) Relates to the business of a railway administration and is exhibited within any railway station or upon any wall or other property of the railway administration ; or
- (e) Relates to any activity of the Government or Union of India or the Council.

4. Outdoor Advertisement and Road Safety criteria

An advertisement device may be considered a traffic hazard:

- a. If it interferes with road safety or traffic efficiency.
- b. If it interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or give way sign).
- c. Distracts a driver at a critical time (e.g. making a decision at an intersection)
- d. Obscures a driver's view of a road hazard (e.g. at corners or bends in the road)
- e. Gives instructions to traffic to "stop", "halt" or other (e.g. give way or merge)
- f. Imitates a traffic control device.
- g. Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users.
- h. Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous.
- i. If situated at locations where the demands on drivers concentration due to road conditions are high such as at major intersections or merging and diverging lanes.

5. Control of the Physical Characteristics of Advertisement Devices shall be as follows:-

- a. Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light's.
- b. All lighting associated with the Advertisement Device shall be directed solely on the Advertisement Device and its immediate surrounds.
- c. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
- d. Illumination of advertisement device is to be concealed or be integral part of it.
- e. Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign so that glare does not extend beyond the Advertisement Device.
- f. The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 2300 hours (11 P.M.) and sunrise by automatic timing devices.

- g. Non-static illuminated Advertisement Devices (flashing lights) are not permitted within the boundaries of Municipal roads.
- h. Moving, rotating or variable message Advertisement Devices are not permitted within the boundaries of municipal roads as these cause a statistically significant distractive influence on motorist's response times to external stimuli.

This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management or for displaying other corporate information. Variable message displays located at bus stop or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.

6.0 Outdoor hoarding and their Content Criteria

The Municipal authority may take action to modify or remove any Advertisement Device that contravenes the following negative advertisements or that otherwise cause a traffic hazard.

List of Negative Advertisement:-

- * Nudity
- * Racial advertisements or advertisements propagating caste community or ethnic differences;
- * Advertisement promoting drugs, alcohol, cigarette or tobacco items;
- * Advertisements propagating exploitation of women or child;
- * Advertisement having sexual overtones;
- * Advertisement depicting cruelty to animals;
- * Advertisement depicting any nation or institution in poor light;
- * Advertisement casting aspersion on any brand or person;
- * Advertisement banned by any law
- * Advertisement glorifying violence;
- * Destructive devices and explosives depicting items;
- * Any psychedelic, laser or moving displays;
- * Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- * Advertisement which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- * Advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;
- * Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860; and
- * Any other items considered inappropriate by the Municipal bodies.

For all categories of devices (except Category of devices which are directed at pedestrians), text elements on an Advertisement Device face should be easily discernible to traveling motorists. This will minimize driver distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertisement message to the viewer and reduce the period of distraction.

The content or graphic layout exhibited on advertisement device panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are appropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.

All signs shall be so designed as to maintain a proportion where, as a general rule, letters should not appear to occupy more than 20% of the sign area, unless otherwise permitted by the Municipal bodies.

7. Prohibited areas and areas of special control and restrictions there-on:-

The Executive Officer may:-

- a) by order prohibit the erection, exhibition, fixation, retention or display of all or any class of advertisements if any street road or public park or part thereof or in any place or public resort;
- b) regulate the erection, exhibition, fixation, retention or display of advertisements, in manner in the prohibited areas and areas of special control, in accordance with the regulations indicated in the Advertisement Zoning Plans of the said areas.

Explanation:- the restrictions indicated in the advertisement zoning plans shall be in addition to those mentioned in the other clauses of the bye-laws.

8. Classification of advertisement devices

The categories of the advertisement devices:-

- Category 1: Large-format advertisements, mainly fixed on billboards / unipoles and bridge and flyover panels
- Category 2: Advertisement mounted on public amenities, like public toilets, garbage collection points etc;
- Category 3: Fleets and transport related infrastructure;
- Category 4: Advertisement devices for self-advertisement in commercial area;

9. Outdoor advertising and structure criteria

Advertising Device structures including the foundations, for categories 1 and 2 devices, shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc and shall comply with relevant Indian structural design standards, codes of practice and the Byelaws guidelines. The designs shall be certified by an experienced and practicing structural engineer.

The supporting structure shall have a non-reflective finish to prevent glare. The devices structure shall be well maintained at all times. It shall be painted in colours that are consistent with, and enhance the surrounding area and will be compliant with the criteria for colours laid out earlier in the Byelaws.

Official road furniture such as official signs and delineator guide-posts shall not be used as the supporting structure of an advertising device.

The name of the Advertising Device license holder should be placed in a conspicuous position on the device.

10. Outdoor advertising devices and electrical connection

The electrical connections and components in all Advertising Devices shall be in accordance with relevant Indian Standards and designed to ensure there is no safety or traffic risk.

No generator running on diesel / petrol / kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any outdoor advertising device.

10.1 Electricity from the renewable energy sources

To promote conservation of electricity it is important that the illumination at some of the outdoor advertising devices shall be draw power from alternative renewable resources like solar power and for such advertisement devises, the license fee charges will be 1/3rd. However this clause is only suggestive and not mandatory.

11. Permissibility of different category of advertising devices

As per schedule – I

12. Specific conditions for different category of advertising devices

As per schedule – II

13. Functions of the Advertisement Regulation Committee

- (i) The Advertisement Regulation Committee shall identify the area of special control and prepare advertisement / Zoning Plans indicating the categories of advertisement devices permissible in different Areas of Special Control.
- (ii) In case any practical difficulty arises with respect to implementation of these byelaws or the Zoning Plans, the matter shall be referred to Advertisement Regulation committee who shall on reference consider and make suitable recommendations to the Executive Officer for his decision.

14. Jurisdiction

All disputes shall be subject to the jurisdiction of the concerned Civil Court only.

15. Indemnity

A licensee / sign owner / applicant (licensee) shall be required to indemnify the Municipal Authority for the designated Advertising Device and activities against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Municipal Authority which arise as a result of the installation or existence of an Advertising Device.

The advertiser shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of device / advertisement and the consequential claim shall be borne by the advertiser who will also indemnify and safeguard the Municipal Authority in respect of any such claim or claims.

16. Insurance

- The Licensee in case of Category 1 and 2 Advertising Devices shall provide a public liability insurance policy for their respective rights, interests and liabilities to third parties in respect of accidental death or bodily injury to person (s) or damage to property.
- The public liability Policy of insurance shall be for an amount as specified by Municipal Authority for any single event (or such higher amount as may be notified in writing by the Municipal Authority from time to time) and on the terms specified by the Municipal Authority.

17. Appeals

- 17.1 Appeal against any decision of the Executive Officer relating to display of advertisement or any matter related thereto shall lie before the Regional Deputy Director, Local Government, Amritsar.

17.2 Before lodging an appeal, the affected person shall seek a review of the decision.

Chandigarh
The 18th June, 2015

ASHOK KUMAR GUPTA, IAS
Secretary to Government of Punjab,
Department of Local Government, Punjab

Schedule –I

Permissibility of different category of advertising devices

9.1 Category 1 Devices			
Sr. No	Description of device	Status	
1.1	Billboards / Unipoles / Bipoles	Permitted as per approval of the Municipal Council / Nagar Panchayat authority	Not Permitted
I.	Industrial area	Permitted	
II.	Commercial area	Permitted	
III	Recreational areas	Permitted	
IV	Crematoriums and Burial grounds		Not Permitted
V.	Transportation areas like airports / rail terminals / bus terminals / truck terminals etc.	Permitted	
VI.	Other areas like residential area, institutional, heritage, monument etc. including mixed land use		Not Permitted
VII	On rooftops of residences		Not Permitted
VIII	On mobile vans for purposes of advertising	Permitted	
1.2	Trivision, Digital / Scrollers / Non Static	Permitted	
1.3	Railway Bridge Panels	Permitted	
1.4	Flyover panels	Permitted	
1.5	Building wraps	Permitted 1. Building Wraps have been proposed under category-1 in the city like for the purpose of revenue generation of the Municipal Council / Nagar Panchayat. 2. The same shall be allowed by the Executive Officer Municipal Council / Nagar Panchayat in the approved market places, malls, multiplexes with recreational facilities. The same shall be regulated in accordance with the recommendations of the Advertisement Regulatory Committee. The Advertisement Regulatory Committee shall carry out detailed site inspection and give the recommendations to the Municipal Council. The Municipal Council / Nagar Panchayat will ensure that structure / road safety norms and other safety criteria for public safety are adhered to.	

1.6	Other areas like residential area , industrial , institutional , heritage , monument etc. including mixed land use areas		Not Permitted
1.7	Large format advertisements	Permitted (Large-format advertisements in shape of unipoles/billboards etc. shall be allowed as per bye-laws and approval of Executive Officer, Municipal Council / Nagar Panchayat.)	

NOTE: All Unipoles / Bipoles / Bill boards under category -1 shall subject to the approval of the Executive Officer, Municipal Council / Nagar Panchayat., . The location of Unipoles / Bipoles / Bill boards or any device shall be as per the recommendation of Advertisement Regulation Committee and the approval of the Executive Officer, Municipal Council / Nagar Panchayat.

9.2 Category- 2 Devices			
Sr No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
2.1	Public amenity mounted devices: garbage and toilet facilities	Permitted	
2.2	Devices Mounted on Service oriented facility	Permitted	
2.3	Devices mounted on Roadside kiosks	Permitted	
2.4	Devices along with information for public	Permitted	
2.5	Devices mounted on Public assistance facility	<u>Permitted</u>	
2.6	Pier or pylon mounted device		
I.	Flyover columns	Permitted	
II	Metro columns	Permitted	
III	Others		Not Permitted
2.7	Pole Kiosks	Permitted	
2.8	Protection screen / Nallah culvert advertising devices	Permitted	
2.9	Informal advertising display board	Permitted	
I	Residential area	Permitted	
II	Commercial Areas	Permitted	
III	Recreational areas	Permitted	
IV	Public parks, gardens etc.	Permitted	
V	Premises of Public building	Permitted	
VI	Other areas along side road		Not Permitted
2.10	Vehicular Mounted Devices : Bus advertising private and public	Permitted	
2.11	Vehicular Mounted Devices : Metro trains , City Rails	Permitted	
2.12	Vehicular Mounted Devices: Delivery and service vehicle advertising	Permitted	
2.13	Taxi and intermediate public transport advertising	Permitted	
2.14	Mobile vehicle		Not Permitted
2.15	Air Born devices		Not Permitted (only permitted for

			advertisement in case of public events / social messages with prior approval of Municipal Council / Nagar Panchayat)
2.16	Roof mounted devices in residences		Not Permitted

Note: Approval of Executive Officer, Municipal Council / Nagar Panchayat is mandatory in order to install any device in permissible zone.

9.3 Category- 3 Devices			
Sr. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
3.1	Bus shelters and bus depot	Permitted	
3.2	Parking	Permitted	
	Parking Display Boards	Permitted	
	Two sides of Khokha	Permitted	
	Parking tickets	Permitted	
	Parking uniforms	Permitted	
3.3	Landscape Advertising devices	Permitted	
	Fence Advertising devices	Permitted	
	Devices mounted on Tree Guards	Permitted	
3.4	Traffic Barricading	Permitted	

9.4 Category- 4 Devices			
Sr. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
4.1	Fascia Sign for self advertising	Permitted	
4.2	Awning Sign for self	Permitted	
4.3	Project sign for self advertising	Permitted	
	Installed on Building ht not exceeding 18 m	Permitted	
	Installed on Building ht not exceeding 36 m	Permitted	
	Installed on Building ht exceeding 36m	Permitted	
4.4	Footway and Roadside vender sign for self advertising	Permitted	
4.5	Real estate sign	Permitted	
4.6	Welcome sign	Permitted	
4.7	Construction sign for self advertising	Permitted	

Schedule –II

Specific conditions for different category of advertising devices

10.1 Specific condition : Category 1							
Sr. No	Type	General descriptions	Description of device	Specific parameters			
				Length	Width	Max Height	Min Ground Clearance
1.1	Category	Large format outdoor	Bill boards / Unipole	16' to 30'	8' to 15'		(as per the safety norms and should be

	One	advertising device					recommended by Advertisement Regulation Committee)
1.2			Trivision / Digital / Scrollers / Non Static as per device or design.	NA	NA	NA	NA
1.3			Railway Bridge panels	As per the approval of Municipal Council / Nagar Panchayat			
1.4			Flyover panels	As per the approval of Municipal Council / Nagar Panchayat			
10.2 a Specific Permission Criteria : Category 1							
A	Lateral placement	<ul style="list-style-type: none"> • Not permitted in medians • Not permitted on traffic islands and where carriageways diverge with exception of traffic police kiosks. • Not permitted on footpaths • Where the footpath does not exist/ exist, the outdoor advertising shall be placed in a manner that it does not obstruct right of way for traffic and people • It would be ensured by the Advertisement Regulation Committee. 					
B	Longitudinal placement	<ul style="list-style-type: none"> • Not permitted preferably within 30 m of any road junction, traffic intersection or another crossing. The distance will be measured from the edge of the road and not the centre of the road junction, traffic inter-section or the crossing. • Not permitted if any such form as will obstruct the path of pedestrians and hinder their visibility at crossings. • Not permitted if in any manner and at such places as to obstruct or interfere with the visibility of approaching merging or intersecting traffic, • Not permitted within a round-about of diameter less than 100m as measured from the outer width of the round-about. • However where ever space does not permit the above criterion the same shall be placed in a way to not obstruct the right of way and traffic and placed as per safety norms. • It would be ensured by the Advertisement Regulation Committee. 					
C	Other placement	<ul style="list-style-type: none"> • In Municipal Council / Nagar Panchayat areas, unipoles will not be allowed along railway bridges. • In Municipal Authority areas, large format advertisement of size range of 16'X8' to size of 30'X15' shall be allowed in case of bringing commercial viability to the overall street furniture development project with careful consideration to the proper traffic and safety planning being done in the area with clearly worked out speed limit strategy and other traffic safety norms <ol style="list-style-type: none"> 1. Building Wraps have been proposed under category-1 in the city like for the purpose of revenue generation of the Municipal Council. 2. The same shall be allowed by the Executive Officer Municipal Council / Nagar Panchayat in the market places, malls, multiplexes with recreational facilities. The 					

	<p>same shall be regulated in accordance with the recommendation of The Advertisement Regulatory Committee. The Advertisement Regulatory Committee shall carry out detailed site inspection and give the recommendations to the Municipal Council. The Municipal Council / Nagar Panchayat will ensure that structure / road safety norms and other safety criteria for public safety are adhered to.</p> <ul style="list-style-type: none"> • In Municipal Council / Nagar Panchayat areas, large size (category 1) billboards will be allowed, subject to the discretion of the Executive Officer, Municipal Council/ Nagar Panchayat • The locations where large format outdoor devices are placed along the sides of the railway bridge, flyover than maximum height of the device from the road level shall be measured clearly from the top of flyover and centre of the flyover. • Not permitted in residential areas.
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10.2 Specific conditions and provisions : Category 2							
Sr. No	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.1		Public amenity mounted devices garbage and toilet facilities			Up to 18 sq m (For any difference in the same Approval from Municipal Council / Nagar Panchayat to be sought)	-	Permitted only over approved surfaces of specified properties designed for providing certain civic amenity / facility / service for public benefit. The Amenity shall not interfere with the general function of the road premises or cause impediment to sight distances for motorists. The activities of the amenity shall not spillover beyond the designated area on to the surroundings unless otherwise permitted.
2.2		Devices mounted on service oriented facility: kiosk outside colony to facilitate payment of bills / etc. (G2C kiosk)	3m	3m	The unit will be allowed to display up to 3 panels, each not more than 3mx3m		The facility will not be allowed to be used for any other purpose than what has been agreed to in the contract. No device placed within the designated area of facility shall project beyond the assigned surface proposed in facility. The amenity and the device mounted on the surface of facility shall be such that it creates no hindrance to the flow of vehicular or pedestrian traffic. The advertiser shall be responsible for providing services like water, sewage, garbage collection etc. as required for smooth functioning of the facility and as per the terms of the agreement.

						<p>Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around the facility.</p> <p>General illumination required for the functioning of the facility shall be provided and maintained by the Advertiser.</p> <p>Allotment will be made through tender system or through other transparent system as laid down by the Council.</p> <p>The space required for group / queue formation wherever applicable in front of the facility shall be included in the setback from the adjoining curb line or any adjoining structure or site features.</p> <p>No advertising shall be permitted till the facility is completely operational. An "Out of Service" sign shall be placed on the facility case of the facility becoming no operative on account of a fault repair or routine maintenance. All defunct or non operational facilities shall not be allowed to advertise and advertisement.</p> <p>Allotment system shall be developed for the allotment of kiosks, shops & booths etc.</p>
2.3		Devices mounted on road side kiosks; Tea / Cold drink Kiosk / Fruit juice, Snack bar, Florist , Pan, Cigarette ,kiosk, puncture repair, Kiosk for barber cobbler, milk booth etc.			<p><u>Max upto 8 sq.m</u></p> <p>Advertisement Regulation Committee shall regulate the same</p>	<p>A strict control shall be maintained on the timing of operation of the facility or service and the same shall be displayed appropriately on the facility interface.</p>
2.4		Devices along with information for public city maps, colony maps etc.			<p><u>Max upto 8 sq.m</u></p> <p>Advertisement Regulation Committee</p>	

					tee shall regulate the same		
2.5		Devices mounted on public assistance, facility police assistance, traffic police assistance, tourist's assistance			<u>Max upto 8 sq.m</u> Advertisement Regulation Committee shall regulate the same		
2.6		Pier or pylon mounted device: Road flyover pylons, metro pillar etc.	0.76m	0.1m	Not exceeding <u>4 sq.m</u> *Advertising regulation committee shall keep distraction factor into consideration while according permission.	<u>1.8 m X 2.5</u>	<ul style="list-style-type: none"> • Surface mounted device shall be permitted only in the landscaped area under the Viaduct or flyover and shall not spill over to the roads footpaths or to the top. • No Pier surface mounted device shall be permitted on the pier abutting a traffic intersection. • The Pier surface mounted device shall be fitted on every alternate pier after the traffic intersection wherever it cuts under the viaduct on the flyover. • Surface mounted device shall be mounted on two sides of the Metro / Flyover pier in the direction of the traffic flow and not parallel to it. • In case of their being more than one Pier per bay as in the case of Flyovers, maximum of two Surface mounted device shall be permitted per bay preferably on the outer road-side piers. • The Pier surface mounted device shall be fixed to the Pier with extreme care without causing any damage to the structure. Minimizing the contact points with the Pier, the fixing member/s shall be invisible and concealed behind the sign. • The Rights for advertising under the Metro Viaducts and Roadway Flyover shall be granted in lieu of provision and maintenance of landscaping of the areas located directly under the Viaducts and Flyovers.
2.7		Pole kiosk others	.76m	0.1m	Not exceeding	1.2m	<ul style="list-style-type: none"> • Shall not exceed 0.91 sq.m in sign area and shall only be

					0.91 sq.m	<p>displayed in portrait format.</p> <ul style="list-style-type: none"> • Under no circumstances shall a sign project beyond 0.1m from the face or the pole on which it is mounted. • Sign shall not be placed so as to obstruct pedestrian movement or view of the traffic (in case where sign is placed on the median of the road) or pedestrians (where sign is placed over a pedestrian walkway). • The commercial advertising sign attached to Pole Kiosk shall be non reflective in nature. • The top of a sign shall be at least 2 m below any light fixture and the bottom of such poster not less than 3.0 m above the ground level. • Sign shall not cover any Mandatory / Cautionary signs or the cover plates on street lamp pole. • Sign Shall not be displayed on the first three street lamp poles from any intersection or traffic light • Only one sign structure (single frame containing one or two back to back posters) is permitted per street lamp pole. • The sides, "top / bottom and the rear sides (in case of single sided sign)" shall be framed with an appropriate material to hide the inside and their fixing system. • The material of the poster can be paper (large sizes printed paper) or stretched vinyl sheet. • No projection, cut out on the pole kiosk is permitted. 	
2.8		Protection screen / nallah culvert advertising devices	1.2m	1.8m		0.75m	<p>Permitted only on road facing side.</p> <ul style="list-style-type: none"> • Shall be centred along with the structural grid of the existing protection screen by placing them centrally in between the structural support alternately e.g. one filled and two empty. • The advertising sign shall in no case project above the top of the edge of the protection screen. • The device panel corners shall not have sharp edges with a view to avoid any chance of

							injury or damage to any person or object.
2.9		Informal advertising display board	2.5m	1.2m	<3 sq.m	1.2m	<ul style="list-style-type: none"> As per the Byelaws of Municipal Council, informal advertising devices should be restricted to a demarcated basis in govt. / pvt. Colonies, inside market areas, near public parks, and the premises of public buildings. Informal advertising shall not be permitted along the roads. As per the Byelaws of Municipal Council, informal advertising devices should be restricted to the specific site / wall as may be provided by the Municipal Council, in each of its wards, near Govt. / private colonies, inside market areas, near public park and the premises of the public buildings. In Municipal Council / Nagar Panchayat area the billboard / poster will be allowed for a maximum period of 1 week.
2.10		Vehicular Mounted Devices Bus advertising Private and public					<ul style="list-style-type: none"> Area for advertisement / name / logo shall not exceed 75 % of the surface area on each side of the vehicle except the front of the vehicle. Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation or conveyance of persons or commodities from one place to another unless otherwise specified, no transportation vehicle shall be used for the sole purposes of advertising. Advertising devices (including LCD mounted screens) will be allowed inside the public utility vehicle. Bus advertising devices shall not interfere in any way with the mandatory vehicle signs such as purpose of the bus service, number plate, etc.
2.11		Vehicular Mounted Devices Metro trains , City rails					<ul style="list-style-type: none"> Metro rails or The City Rails running within the city limits can use the entire exterior body of the rail wagon for the purpose of advertisement.
2.12		Vehicular Mounted Devices Delivery and service	Na	Na	Na	Na	Area for Advertisement / name / logo shall not exceed 50% of the surface area on each side of the vehicle.

		vehicle advertising					<ul style="list-style-type: none"> • Separate application for separate delivery vehicle, with detail or registration number etc. • Taking clearance from Traffic, Traffic Police and RTO etc. shall be the responsibility of advertiser. • The delivery vehicles shall only be permitted to advertise the own product / service offered / carried by the company / owner.
2.13		Taxi and intermediate public transport like auto rickshaw and radio taxi					<ul style="list-style-type: none"> • Area for Advertisement / name / logo shall not exceed 75 % of the surface area on each side of the vehicle. • Separate application for separate taxi, with detail of registration number etc. • No animation or movement in any form shall be permitted on taxi advertising. • Taking clearance from Traffic, Traffic Police and RTO etc. shall be the responsibility of advertiser, and the conditions set by them shall be followed.
2.14		Mobile Vehicle for purposes for advertising not permitted	NA	NA	NA	NA	
2.15		Air Borne devices				19.5m	<ul style="list-style-type: none"> • Air borne devices will be exclusively for social messages / events etc. • The Air Borne Device shall, be erected, fixed and secured in accordance with the specified guidelines as per Municipal Council / Nagar Panchayat offer letter / contract / agreement. • The gas used in inflating the balloon shall not be hazardous or flammable. • No other smaller balloons shall be attached to the balloon or its supporting or secure lines. • Air borne Device not be permitted in the air funnel areas. • As per the approval of the Executive Officer, Municipal Council, the air-borne advertising devices may be permitted.
10.2 a Specific Permission Criteria : Category 2							
A	Lateral placement	<ul style="list-style-type: none"> • Not permitted in road medians • Not be permitted on traffic islands and where carriageways diverge so much that 					

		<p>oncoming traffic is not visible</p> <ul style="list-style-type: none"> • Not permitted within the pedestrian footpath and if any part of device is projected in the right of way. • Preferably a minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary wall etc. 						
B	Longitudinal placement	<ul style="list-style-type: none"> • The distance shall be maintained as per the specific contract clauses as mentioned by the Executive Officer, Municipal Council/ Nagar Panchayat while inviting tenders and proposals. • Any deviation from the clause shall be approved by the Executive Officer, Municipal Council/ Nagar Panchayat • For devices mentioned under 2.1 for amenities, the location shall be such that it does not result in inappropriate stopping or parking of vehicles on roads. • Preferably a minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary wall etc. • Unless specified the principle of lateral and longitudinal placement will be applicable to category 1 device only. 						
10.3 Specific conditions : Category 3								
Sr. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min Ground clearance	
3.1		Bus Shelter and Bus Depot	As per E.O. Municipal Council, approval					<ul style="list-style-type: none"> • The approach end of passenger transport shelter shall be either open or transparent to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle. • The advertisement has to be backlit only and nonlit, front lighting with additional projected brackets etc. shall not permitted. • The advertisement devices shall not project outside the roof top boundary. • Preferably a minimum specified gap of 1500mm must be maintained between the bus shelter and the site features like trees / shrubs, pavement curbs, boundary / building walls, electrical poles etc. • Since a BQS would only be erected at a site where it is not a traffic hazard, the advertisement on the BQS should be excluded from the various conditions of minimum distances from road junctions, etc. • The content of advertisement will be governed as per the general advertisement Byelaws.

		<p>Specific permission criteria for Bus shelter</p> <ul style="list-style-type: none"> • Any Advertising Device attached to a passenger transport shelter or a seat requires relevant MUNICIPAL AUTHORITY approval • Sponsorship arrangements for the supply of infrastructure may be managed by MUNICIPAL AUTHORITY subject to keeping in considerations the interest of both. • Where new infrastructure is to be installed on a municipal road; the department shall be consulted by MUNICIPAL AUTHORITY and the advertiser (BOT or Swiss Challenge system) early in the planning phase. • The proponent shall provide evidence of a public liability Byelaws of insurance and must provide indemnity for all such installations. • The bus shelters shall be provided with a city map of the neighbourhood area close to bus stop, the map shall be provided for the commuter to read easily. 					
3.2	Parking						<ul style="list-style-type: none"> • No part of the parking advertising device shall project into the public right of way. • Parking signs should be electronic controlled to give clear information about occupancy status. Free Standing parking advertising devices shall be placed on the edge of the Authorized Parking Lots in a manner as to not interfere with vehicular or pedestrian movement into and out of the facility. • Advertising Sign face / of the Free Standing advertising devices in parking area shall be oriented inwards facing the parking bays. • The number of free standing devices shall be determined by the peripheral length of the Parking facility. However, overall spread of the parking advertising Signs shall not exceed 50 % of the Sum total of the peripheral length and the same shall be spread across to a maximum of three sides of the peripheral edge. • Minimum distance to be maintained shall not be less than 1.5m. • No Free Standing advertising device on any parking location shall be permitted abutting the periphery of the following on Access road passing in front of the Parking Lot / filling station or shopping Arcade / precincts roads / lane leading to another facility beyond of Any other built or open landmark. • The power supply be as per mentioned in general permission criteria.

								<ul style="list-style-type: none"> System of state parking may be introduced which may be supported by the finances being accrued from the advertisement displayed on the stacks.
		Parking (Two display boards)						<ul style="list-style-type: none"> Two Display boards of the size 40ftX08ft shall be permissible in each parking site. The boards will contain advertisement one side and information about parking on the other about parking rates prescribed by the Municipal Council.
		Two sides of Khokha			Up to 18 Sq,m			Each parking has a provision for erection of a Khokha for keeping helmets, sitting parking attendant etc. on which advertisement will be permitted on any two sides with the maximum limit of each display not exceeding 20ft X 8ft. It will be duty of the advertiser to ensure that khokha are well lit and aesthetically built.
		Parking tickets and uniforms	As per E.O. Municipal Council, approval	As per E.O. Municipal Council, approval	As per E.O. Municipal Council, approval	As per E.O. Municipal Council, approval	As per E.O. Municipal Council, approval	<ul style="list-style-type: none"> The parking tickets shall contain Municipal Council / Nagar Panchayat hologram on the front side with rates of parking fee & advertisement on the reverse side. There will be uniform in parking tickets all Municipal Council / Nagar Panchayat authorized parking areas.
<p>Specific permission criteria for parking.</p> <p>It is desirable that the parking advertising rights is clubbed with developing a proper parking information system that should provide real time information on the proper location & availability of parking space to facilitate the vehicle owners as well as the Municipal Council / Nagar Panchayat Authorities for better management of the existing parking scenario. Provision at the entry and exit point regarding the parking fee, timeline, name of the parking site owner with telephone number, complaint box along with advertising devices shall be provided. The parking attendant shall be in uniform with logo in front of uniform and advertisement at rear is permitted. Also the advertisement on parking tickets and small kiosk erected inside.</p>								
3.3		Landscape Advertising device						<ul style="list-style-type: none"> All landscape advertising devices shall be located only at designated locations as approved by the Executive Officer, Municipal Council, and recommended by the Advertisement Regulation Committee. All landscape advertising devices shall be adequately maintained to assure continued readability of the message.

								<ul style="list-style-type: none"> • Advertiser shall be responsible for suitable upkeep and maintenance and pruning of vegetation surrounding the landscape advertising devices such as shrubs etc. to enable visibility of the advertisement. • No Landscape advertising devices shall project beyond the assigned surface on which it is fixed. • Advertiser shall be responsible for all landscaping related work including planting, daily maintenance & watering etc. Permission should be given to the empanelled landscaper. The requirement of the landscape advertising for the specific zone must be laid down
		Landscape Advertising device	As per E.O. Municipal Council, approval			As per E.O. Municipal Council, approval. The size may be considered by the advertisement regulation committee.		<ul style="list-style-type: none"> • The fence over which sign is fixed shall consist of fence modules of specified design. In case of locations where the fence modules are not already on place, the same shall be designed and approved by Concerned Authority. • The signs shall be fixed on the outer face of the fence parallel to the direction of the traffic flow. • The sign shall be permitted on every alternate fence module maintaining a minimum interval of 3m centre to centre between any two signs. • The sign shall be centered and aligned to the centre of the fence module horizontally. • The total number of fence advertising signs appearing on a particular fence shall depend on the design and length of the fence. • The fence shall be covered with green cover such as creepers etc. to the maximum extent possible planted from within. • No illumination in any form shall be permitted on the fence advertising sign. • All fence advertising sign shall be non-reflective in nature. No retro-reflective, reflective film or paint shall be used on fence.
		Devices mounted	0.3m	0.3m	0.09 sq. m	The device	As per Municipal	Signs shall be square advertising plates measuring 0.3m X 0.3m.

		on tree guards				shall be integral part of tree guard	Authority Approval	<ul style="list-style-type: none"> • The tree guards shall be provided with 1.5m X 1.5m, or 1.2m X 1.2m cast iron modular grating for protection of roots and for water to seep in the roots, as per approved design by the Municipal Council. • The Tree Guard advertising sign attached to Tree Guard shall be non-reflective in nature. • Advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the Tree Guards advertising sign. • No illumination in any form shall be permitted on the Tree Guards advertising sign. • Following ratio of 70:20:10 proportionate number of Tree Guard. Advertising Signs shall be distributed at regular intervals for Commercial Advertising social message and logos of participating Municipal Authority respectively. Permutations and combinations shall be worked out according to the frequency of the Sign. • Permission should be granted in a transparent manner.
3.4		Traffic barricading	0.6m	0.3m			Mounted on traffic barricading	<ul style="list-style-type: none"> • Signs shall be advertising plates measuring 0.6m x 0.3m. • Advertising sign shall be an integral part of the design. • The advertising sign attached to the barricading can be reflective in nature.
10.4. Specific conditions Category 4								
Sr. No.	Type	Description of device	Specific parameters					General conditions
			Length	Width	Area	Max Height	Min Ground clear	
4.1		On premises signs and miscellaneous sign. Fascia Sign For self advertising-	Na	0.3m		<0.9m	2.5m	<p>All Fascia signs shall conform (should not exceed) to a maximum height of 0.9m</p> <ul style="list-style-type: none"> • No part of any such sign shall extend above the top level of the wall upon or in front of which it is situated. • The width of the signage is allowed to extend of the width of the shop-External Fascia signs

		ing only						<p>shall be mounted at a datum line not lower than 0.9m from top finished level.</p> <ul style="list-style-type: none"> • Within the enclosed corridors or verandah like in location, the fascia sign must follow the datum line coinciding with the top of the shop / business opening. • In case of double height openings in frontage the datum line of the sign shall be at 0.9m from the soffit of the ceiling. • The signage should not obstruct the open railings, jail, grill or any architectural features. In case the signage is placed below the railing or grill its datum line shall coincide with the slab level or up to 0.9m from the bottom of the drop whichever is less to expose the architectural design of the railing. • Each business shall restrict itself to only one fascia sign. • The signs by no means shall exceed the frontage of the premises of the business (in terms of the Width). • One additional sign is permitted for each business establishment having a rear, or side building face with a public entrance. • One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot. • Internal illumination of a translucent sign face, or individual letters, characters or figures shall be permitted, such that the sign face, letter or character glows. • Flashing and Mechanical Movement graphics are not permitted. Excessive or Special illumination schemes, both on & within buildings (including windows & doorways) and sites shall not be permitted illuminated & animated signs are not to detract from the architecture of the supporting building during the daytime. • The advertiser shall be only permitted to advertise the product / service/ organization name / logo that is being offered from the facility. No surrogate advertising shall be permitted on fascia sign.
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4.2		On premise signs Awning sign	<2m	<1m	<2sq m	As approved by MUNICIPAL AUTHORITY	2.7m	<ul style="list-style-type: none"> • A sign shall be fixed at right angles to the street line. • Where enterprise facades exceed 20m in length, more than one sign may be allowed spaced at a minimum of 6m intervals. • Self-illuminated Awning Signs are not permitted. • Permitted only on premises used for commercial office, industrial or entertainment purpose. No under-awning sign shall project at any point more than 100 mm from the surface to which it is affixed. • No under-awning sign shall exceed a vertical dimension of 600mm and a horizontal dimension of 900mm • No under-awning sign shall extend above, below or beyond any extremity of a parapet wall, balustrade, railing beam or fascia. • Not more than one Under awning sign per façade per enterprise shall be allowed, unless the façade exceeds 20m in length, where more than one sign shall be allowed if they are spaced a minimum of 6m intervals.
4.3		Project sign for self advertising only						<ul style="list-style-type: none"> • Maximum height of letter: not exceeding 250mm when horizontally aligned; not exceeding 400mm when vertically aligned to the sign. • Maximum height of logo shall not exceed 750mm within the sign surface. • In no case shall any projecting sign be attached to a lamppost, traffic sign or any vertical structure other than the shop front where the business or service is practiced. • In no case, shall any projecting sign be attached to a heritage building, educational facilities, and building that house government offices. • For the MUNICIPAL AUTHORITY area -MUNICIPAL AUTHORITY is not in favour of permitting separate signage's for each business on the outside wall of a multi-storied building.
		Installed on Building ht					<2.5m but <9m	<ul style="list-style-type: none"> • Projecting signs overhanging public land must have a minimum clearance of 2.5 meter above ground level (or a footpath).

		not exceeding 18m						<ul style="list-style-type: none"> No projection of the signage or any part of its supports or frame – work shall project more than 1 m beyond the building. The sign shall not project more than 0.6m beyond the building or plot line facing the street. A projecting sign shall not be fixed other than at right angles to the street line. No projected sign shall be attached to the transom of a doorway or display window. No projecting signs shall extend above the parapet or top most edge of a roof or above the part of the building face to which it is attached.
		Installed on building ht not exceeding 36m					12m	<ul style="list-style-type: none"> Only one projecting sign shall be allowed per enterprise façade provided the width of the façade is at least 4.5m. Only one projecting sign per facade shall be permitted vertically as well as horizontally. Material of the framework supporting structure of the sign should be made of non combustible material. The lateral movement of the sign should be restricted and restrained securely using appropriate bracing bracketing to prevent from swinging.
		Installed on building ht exceeding 36m						<ul style="list-style-type: none"> The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points / loading points.
4.4		Footway and road side vendor sign	0.6m	0.6m	0.6 sqm	1m	Na	<ul style="list-style-type: none"> Footway signs are permitted within the Clear Zone provided that the structure, which performs the sole purpose of supporting the Advertising Device, is frangible. No portion of a footway signs shall project over the carriageway or any surface used by motor vehicles. The placement of a footway sign not cause a safety hazard to other traffic (eg. Pedestrians and cyclists) Generally be limited to one sign per premises in busy business precincts. Generally be limited to two signs per premises where there is more

								<p>than one business on the premises.</p> <ul style="list-style-type: none"> • Be located directly outside the premises they refer to. • Not be located so as to restrict sight distance on approaches to intersections or the restrict the visibility of other authorized signs. • Be permitted only during trading hours. • Footway signs shall have a maximum height of 1.0 meter, a maximum width of 0.6 meters and a maximum depth of 0.6 meters. • Footway signs shall relate only to the business or product that may be obtained on the premises.
4.5		Real estate sign: for self advertising only	Na	Na	<2sq m	1m	Na	<p>A Real estate Sign shall be erected to advertise the sale / rent or lease of property upon which the sign is placed.</p> <ul style="list-style-type: none"> • All Real estate Sign shall be temporary in nature. • All Real estate Sign shall be non-illuminated. • All Real estate Sign shall be displayed only during the times the premise is open for inspection or to be let out. No Real estate sign shall be placed at a distance less than 4m from the street line or the road right-of-way. • A Real estate Sign shall be placed so as to not impede pedestrian or traffic now. • Real estate Sign shall be limited to one sign per street face. • The maximum size of Real estate Sign permitted shall not exceed 2 sq. m (but not more than 1 sq. m per side). • A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height.
4.6		Welcome sign	Na	<3.85 sq.m	1.6m	Na		<p>The content of welcome sign must be approved by MUNICIPAL AUTHORITY Executive Officer.</p>
4.7		Construction sign: For self advertising only	Na	Na	<4.4sqm	3m	Na	<ul style="list-style-type: none"> • Under no circumstance shall a Construction Site sign be permitted prior to the issuance of first building permit. • A Sign shall not be permitted unless there is direct access to that road from the property being advertised. • Sign shall be located as close as

								<p>practicable next to, and parallel to, the property alignment.</p> <ul style="list-style-type: none">• A sign shall not interfere with any underground services.• No portion of a sign shall project over the carriageway or any surface used by motor vehicles.• The placement of the sign shall not cause a safety hazard to traffic (eg. Vehicle pedestrians and cyclists).• Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles.• One or more signs as per the guide, with a maximum area of 1 sq.m may be displayed per property.
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Note: Approval of EXECUTIVE OFFICER, MUNICIPAL COUNCIL/ Nagar Panchayat is mandatory in order to install any device in permissible zone.