ਗਰੇਟਰ ਮੁਹਾਲੀ ਏਰੀਆ ਵਿਕਾਸ ਅਥਾਰਿਟੀ

ਪੁੱਡਾ ਭਵਨ, ਸੈਕਟਰ-62, ਐਸ.ਏ.ਐਸ.ਨਗਰ।

(ਪਾਲਿਸੀ ਸਾਖਾ)

ਦਫਤਰੀ ਹੁਕਮ

ਪੰਜਾਬ ਸਰਕਾਰ, ਸਥਾਨਕ ਸਰਕਾਰ ਵਿਭਾਗ ਵੱਲੋਂ ਆਉਟਡੋਰ ਅਡਵਰਟਾਈਜਮੈਂਟ ਬਾਇ ਲਾਅਜ਼-2014 ਸਬੰਧੀ ਜਾਰੀ ਕੀਤੀ ਗਈ ਨੋਟੀਫਿਕੇਸ਼ਨ/ਪਾਲਿਸੀ ਨੰ: DIR.T.-2014/1578 ਮਿਤੀ 28-08-2014 ਅਤੇ ਇਸ ਸਬੰਧੀ ਲਾਗੂ ਹੋਣ ਵਾਲੇ ਰੇਟਾਂ ਬਾਰੇ ਨੋਟੀਫਿਕੇਸ਼ਨ ਨੰ: 14/25/2005/LGI/6799 ਮਿਤੀ 17-05-2005 ਰਾਹੀਂ ਜਾਰੀ ਕੀਤੀ ਗਈ ਹੈ, ਨੂੰ ਗਰੇਟਰ ਮੋਹਾਲੀ ਏਰੀਆ ਵਿਕਾਸ ਅਥਾਰਟੀ (ਗਮਾਡਾ) ਦੇ ਅਧਿਕਾਰ ਖੇਤਰ ਵਿੱਚ ਆਉਂਦੇ ਰਕਬੇ ਵਿੱਚ ਹੇਠ substitutes ਨਾਲ ਲਾਗੂ ਕਰਨ ਦਾ ਫੈਸਲਾ ਲਿਆ ਗਿਆ ਹੈ:-

1. ਉੱਕਤ ਨੋਟੀਫਿਕੇਸ਼ਨਾਂ ਵਿੱਚ ਜਿਥੇ ਵੀ ਕਮਿਸ਼ਨਰ ਸਬਦ ਦਰਸਾਇਆ ਗਿਆ ਹੈ, ਦੀ ਥਾਂ ਤੇ ਮੁੱਖ ਪ੍ਰਸਾਸ਼ਕ, ਗਮਾਡਾ ਪੜਿਆ ਜਾਵੇ।
2. ਅਡਵਰਟਾਇਜਮੈਂਟ ਰੈਗੁਲੇਸ਼ਨ ਕਮੇਟੀ ਦੀ ਬਣਤਰ ਹੇਠ ਲਿਖੇ ਅਨੁਸਾਰ ਕੀਤੀ ਜਾਂਦੀ ਹੈ :-

1.	ਵਧੀਕ ਮੁੱਖ ਪ੍ਰਸਾਸ਼ਕ, ਗਮਾਡਾ	ਚੇਅਰਮੈਨ
2.	ਮੁੱਖ ਇੰਜੀਨੀਅਰ ਜਾਂ ਉਨ੍ਹਾਂ ਦਾ ਨੁਮਾਇੰਦਾ	ਮੈਂਬਰ
3.	ਮਿਲਖ ਅਫਸਰ(ਪਲਾਟਸ/ਹਾਊਸਿੰਗ), ਗਮਾਡਾ (ਆਪਣੇ ਆਪਣੇ ਏਰੀਏ ਲਈ)	ਮੈਂਬਰ
4.	ਐਸ. ਟੀ. ਪੀ/ਡੀ.ਟੀ.ਪੀ/ਏ.ਟੀ.ਪੀ. , ਗਮਾਡਾ	ਮੈਂਬਰ
5.	ਜਿਲ੍ਹਾ ਨਗਰ ਯੋਜਨਾਕਾਰ, ਐਸ ਏ ਐਸ ਨਗਰ	ਮੈਂਬਰ
6.	ਐਸ. ਪੀ. ਟਰੈਫਿਕ, ਐਸ. ਏ .ਐਸ. ਨਗਰ	ਮੈਂਬਰ
7.	NHAI/ PWD (B & R) ਦੇ ਨੁਮਾਇੰਦੇ (ਜਿਥੇ NHAI / PWD ਦੀਆਂ ਸੜਕਾਂ ਹੋਣ)	ਮੈਂਬਰ
8.	ਟਰੈਫਿਕ ਅਡਵਾਈਜ਼ਰ, ਪੰਜਾਬ।	As special invitee

3. ਉੱਕਤ ਨੋਟੀਫਿਕੇਸ਼ਨਾਂ ਵਿੱਚ ਜਿਥੇ ਕਿਤੇ ਵੀ ਨਗਰ ਨਿਗਮ/ ਨਗਰ ਅਥਾਰਟੀ ਦਾ ਰੈਂਫਰੇਂਸ ਹੈ, ਉਸ ਨੂੰ " ਗਮਾਡਾ/ਗਮਾਡਾ ਅਥਾਰਟੀ " ਪੜਿਆ ਜਾਵੇ।
4. ਉੱਕਤ ਨੋਟੀਫਿਕੇਸ਼ਨ ਲੜੀ ਨੰ: 17.1 ਵਿੱਚ ਪ੍ਰਬੰਧਕੀ ਸਕੱਤਰ, ਸਥਾਨਕ ਸਰਕਾਰ ਦੀ ਥਾਂ ਤੇ " ਪ੍ਰਬੰਧਕੀ ਸਕੱਤਰ, ਮਕਾਨ ਉਸਾਰੀ ਤੇ ਸ਼ਹਿਰੀ ਵਿਕਾਸ ਵਿਭਾਗ " ਪੜਿਆ ਜਾਵੇ।

ਇਹ ਹੁਕਮ ਮਾਨਯੋਗ ਵਧੀਕ ਮੁੱਖ ਸਕੱਤਰ, ਮਕਾਨ ਉਸਾਰੀ ਤੇ ਸ਼ਹਿਰੀ ਵਿਕਾਸ ਵਿਭਾਗ ਜੀ ਦੀ ਪ੍ਰਵਾਨਗੀ ਨਾਲ ਜਾਰੀ ਕੀਤੇ ਜਾਂਦੇ ਹਨ।

ਮਿਤੀ:11-01-2017 — ਵਰੁਣ ਰੂਜ਼ਮ, ਆਈ ਏ ਐਸ

ਐਸ ਏ ਐਸ ਨਗਰ — ਮੁੱਖ ਪ੍ਰਸਾਸਕ

ਪਿੱਠ ਅੰਕਣ ਨੰ: ਗਮਾਡਾ/ਪਾਲਿਸੀ/2017/2855-68 — ਮਿਤੀ 23-01-2017

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੇਤ ਉੱਕਤ ਨੋਟੀਫਿਕੇਸਨਾਂ ਦੀਆਂ ਕਾਪੀਆਂ ਦੇ ਹੇਠ ਲਿਖਿਆਂ ਨੂੰ ਸੁਚਨਾਂ ਅਤੇ ਅਗਲੇਰੀ ਕਾਰਵਾਈ ਲਈ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ:-

1. ਮੁੱਖ ਇੰਜੀਨੀਅਰ, ਗਮਾਡਾ, ਐਸ ਏ ਐਸ ਨਗਰ।
2. ਮੁੱਖ ਲੇਖਾ ਅਫਸਰ, ਗਮਾਡਾ, ਐਸ ਏ ਐਸ ਨਗਰ ।
3. ਮਿਲਖ ਅਫਸਰ(ਪਲਾਟਸ/ਹਾਊਸਿੰਗ/ਰੈਗੁਲੇਟਰੀ), ਗਮਾਡਾ, ਐਸ ਏ ਐਸ ਨਗਰ।
4. ਸੀਨੀਅਰ ਆਰਕੀਟੈਕਟ, ਗਮਾਡਾ, ਐਸ ਏ ਐਸ ਨਗਰ।
5. ਸੀਨੀਅਰ ਨਗਰ ਯੋਜਨਾਕਾਰ, ਗਮਾਡਾ, ਐਸ ਏ ਅਸ ਨਗਰ।
6. ਸਹਾਇਕ ਲੋਕ ਸੰਪਰਕ ਅਫਸਰ, ਗਮਾਡਾ, ਐਸ ਏ ਐਸ ਨਗਰ।
7. ਜਿਲ੍ਹਾ ਨਗਰ ਯੋਜਨਾਕਾਰ, ਐਸ ਏ ਐਸ ਨਗਰ।
8. ਟਰੈਫਿਕ ਅਡਵਾਈਜ਼ਰ, ਪੰਜਾਬ, Room No. 4, Second Floor, Punjab Police Complex, Sarovar Path, Phase VII, Sector 61, SAS Nagar.
9. ਐਸ. ਪੀ. ਟਰੈਫਿਕ, ਐਸ. ਏ .ਅਸ. ਨਗਰ।
10. ਮੁੱਖ ਇੰਜੀਨਅਰ , PWD (B & R), HO: Nirman Bhawan, DAC, Nabha road, Patiala.
11. National Highways Authority of India, C/o Regional Officer, Chandigarh Bays No. 35-38, 1st Floor, Sector-4, Panchkula-134112.
12. ਸਹਾਇਕ ਸਿਸਟਮ ਮੈਨੇਜਰ, ਗਮਾਡਾ ਨੂੰ ਦਫਤਰੀ ਹੁਕਮ ਸਮੇਤ ਨੋਟੀਫਿਕੇਸਨਾਂ ਦੀ ਕਾਪੀ ਗਮਾਡਾ ਦੀ ਵੈਬਸਾਈਟ ਤੇ ਅਪਲੋਡ ਕਰਨ ਹਿੱਤ।

- ਸਹੀ -

ਨੱਥੀ/ਉਪਰੋਕਤ ਅਨੁਸਾਰ। — ਪ੍ਰਬੰਧਕ ਅਫਸਰ (ਪਾਲਿਸੀ)

ਵਾ: ਮੁੱਖ ਪ੍ਰਸਾਸ਼ਕ

ਸਮੱਰਥਾ - 01

GOVERNMENT OF PUNJAB
DEPARTMENT OF LOCAL GOVERNMENT

NOTIFICATION

Dated: 28 August, 2014

No. Dir.T.P – 2014 / 1578 In exercise of the powers conferred under section 399 H (16), 90 (1) (d),122 to 126 of the Punjab Municipal Corporation act, 1976,the Governor of Punjab is pleased to notify the Municipal Corporation, SAS NAGAR Outdoor Advertisement Bye-laws 2014. These bye-laws are published for general information and shall come into force within the limits of Municipal Corporation SAS NAGAR.

1. Title & Contents

i) These may be called Municipal Corporation Sahibzada Ajit Singh Nagar Outdoor Advertisement Bye-laws 2014

ii) These Bye laws shall come into force with immediate effect.

2. Definitions:-

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 on 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) Commissioner, Municipal Corporation, SAS NAGAR, b) STP Local Government c) , DTP, SAS NAGAR d) XEN PWD (B & R), SAS NAGAR, e) SP traffic SAS NAGAR, f) Rep. of NHAI ,

iii) "Advertisement Zoning Plan" means the numbered plan signed by the commissioner and kept in his office defining the areas of special control and restrictions regarding the advertisement applicable to such areas.

iv) "Area of special control" means as area so defined in the Advertisement Zoning Plan.

v) "Enclosed Land" shall mean 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 for court thereof, whether enclosed or not, any Public park, any public garden or other land held for the use or enjoyment of the public.

vi) "Illuminated advertisement" shall means 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 article of its manufacturer or of the other and.

b) "is made by lighting labels which is not, in the opinion of the Commissioner more than is necessary to make the goods labels visible at night

vii) "Name Plate" shall means an advertisement announcing the name of owner and or name of occupier of a building and/or name of 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 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 and advertisement or advertising medium.

3. Regulation and control of advertisement

(1) No. advertisement shall be erected, exhibited, fixed or retained upon of over any land building, wall, boarding, frame, post or structure or place within the City without the written permission of the Commissioner 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 and building if the advertisement relates to the reader, profession or business carried on in that building or.

b) Related to the trade profession or business carried on within the land or building 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 entrainment 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 of railway administration is exhibited, or the name of owner or occupier of such land or building or.

d) Relates to the business of railway administration and is exhibited within any railway station or upon any wall or other property of a railway administration; or

e) Relates to any activity of the Government or Union or India or the Corporation.

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 (eg. 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 corner 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 concentrations due to road conditions are high such as at major intersection or merging and diverging lanes.

5. Control of the physical characteristics of advertising 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 Advertising Device shall be directed solely on the Advertising 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 advertising 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 candela or all together shut, after 2300 hours (11 pm) and sunrise by automatic timing devices.

g. Non-Static illuminated Advertising Devices (flashing lights) are not permitted within the boundaries of municipal roads.

h. Moving, rotating or variable message, Advertising Devices are not permitted within the municipal boundaries 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 Variables message displays located at bus stops or similar places where messages are directed at, and intended to pedestrians (not motorists) are executed.

6. Outdoor hoarding and their content criteria

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

List of Negative Advertisement

- Nudity
- Racial advertisement or advertisement propagating caste, community or ethnic differences.
- Advertisement promoting drugs, alcohol cigarette or tobacco items.
- Advertisements propagating exploitation of women or child.
- Advertisement having sexual overtone.
- Advertisement depicting cruelty to animals.
- Advertisement depicting any nation or institution in poor light.
- Advertisement casting aspersion of 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.
- Advertisement which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Represent action of Woman (Prohibition) Act, 1986.
- Advertisement linked directly or indirectly to or include description of items, goods of 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; 0r
- Any other items considered inappropriate by the municipal bodies.

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

The content or graphic layout exhibited on advertising device panel shall avoid hard-to read and overlay intricate typefaces and have letters styles that are appropriate. Under to 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, rules, letters should not appear to occupy more than 20% of the sign area, unless otherwise permitted by the Municipal Corporation.

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

The Commissioner may:-

a) By order prohibit the erection, exhibition, fixation, retention or display of all or any class of advertisements in 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 advertisement in any 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.

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: Advertisements mounted on public amenities, like public toilets, garbage collection points etc.

Category 3: Fleets and transport related infrastructure.

Category 4: Advertisement devices for self-advertising in commercial areas.

9. Outdoor advertising and structure criteria

Advertising Device structure 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 device 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 this Byelaws.

Official road furniture such as official signs and delineator guide-posts shall not 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. (1) 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.

(2) Electricity from renewable energy sources

To promote conservation of electricity, it is important that the illumination at all outdoor advertising devices shall draw power from alternate renewable resources like solar power and for such advertisement devices the license fee/charges will be one-third (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 Advertising Regulations 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 Regulations committee who shall on reference consider and make suitable recommendations to the Commissioner for his decision.

14. Jurisdiction

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

15. Indemnity

A licensee/sign owner /applicant (licensee) shall be required to indemnify the Municipal Authority for the designated Advertising Devices 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 to 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 Commissioner relating to display of advertisement or any matter related thereto shall lie before the Administrative Secretary, Local Government Department.

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

Schedule-I

Permissibility of different category of advertising devices

9.1 Category-1 Devices			
Sr No	Description of devices	Status	
		Permitted subject to General and specific permission Criteria	Not permitted
1.1	Billboards/Unipoles /Bipoles	Permitted	
I.	Industrial Area	Permitted	
II.	Commercial Area	Permitted	
III.	Recreational Area	Permitted	
IV.	Crematoriums and Burial grounds		Not permitted
V.	Transportation areas like airports/rail terminals/bus terminals/truck terminals etc.	Permitted	Not permitted
VI.	Other areas like residential Area, institutional, heritage, monument etc including mixed land use		Not permitted
VII.	Outside city limit	Permitted	
VIII.	On rooftops of residences		Not permitted
IX.	On mobile vans for purposes of advertising	Permitted	
1.2	Trivision		Not permitted
1.3	Railway Bridge panels	Permitted	
1.4	Flyover panels	Permitted	
1.5	Building Wraps	Permitted (subject to approval by SAS.) 1. Building Wraps have been proposed under category-1 in the city like Sahibzada Ajit Singh Nagar for the purpose of revenues generation of the Municipal Corporation. 2. The same shall be allowed by the Commissioner Municipal Corporation 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 Corporation. The Municipal Corporation will ensure that structure/road safety norms and other safety criteria for public safety are adhered to.	
	Other areas like residential area industrial, institutional, heritage, monument etc including mixed land use areas		Not permitted

NOTE: All Unipoles / Bipoles / Bill boards under category – 1 shall subject to the approval of the Local Authority.

9.2 Category-2 Devices			
Sr No	Description of devices	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	Permitted	
2.6	Pier or pylon mounted devices	Permitted	
I.	Flyover columns	Permitted	
II.	Metro Columns	Permitted	
III.	Others		Not permitted
2.7	Pole Klosk	Permitted	
2.8	Protection screen/Nallah Culvert advertising devices	Permitted	
2.9	Informal advertising display board		
I.	Residential Area	Permitted	
II.	Commercial Area	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 or 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	Permitted	
2.15	Air Borne devices		Not Permitted (only permitted for advertisement in case of public events / social messages with prior approval of MC)
2.16	Roof mounted devices in residences		Not Permitted

Note: Approval of Local Authority is mandatory in order to install any device in permissible zone.

9.3 Category-3 Devices			
Sr No	Description of devices	Status	
		Permitted subject to General and specific permission Criteria	Not permitted
3.1	Bus shelter and bus deport	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			
S.No	Description of devices	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	Projected sign for self advertising	Permitted	
	Installed on Building ht not exceeding 18m	Permitted	
	Installed on Building ht not exceeding 36 m	Permitted	
	Installed on Building ht exceeding 36 m	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 Conditions category 1

Sr No	Type	General descriptions	Description of device	Specific parameters			
				Length	Width	Max Height	Min Ground Clearance
1.1	Category One	Large format outdoor advertising device	Billboards/Unipole	16' to 35'	8' to 20'	28'	8'
1.2			Trivision	As per the approval of Advertisement Regulation Committee			
1.3			Railway Bridge Panels	As per the approval of Advertisement Regulation Committee			
1.4			Flyover Panels	As per the approval of Advertisement Regulation Committee			

10.2 A specific Permission Criteria : Category 1

a.	Lateral Placement	* Not permitted in medians * Not permitted on traffic islands but permitted if the time of merging of traffic moving on slip road and main roads at island can be prolonged by placing spring poles from the edge of the island upto a distance of 30 mtr so that traffic coming from both the road merge 30 mts ahead from the present merging points. * Permitted on footpaths with the condition that pole of gentry or unipoles are 6 ft away from the edge of the road and also if the uni pole is located at T point it should be tilted at 30 degree angle so that it is visible to the traffic coming from one side only but edge of the tilted portion should be 3 ft away from the road edge and unipole should be at mat finished so as to avoid reflection of light. * Where the footpath does not exist, the outdoor advertising shall be placed in a manner that it conforms the condition that pole of gentry or unipoles are 6 ft away from the edge of the road. If the unipole is located at 'T' point it should be tilted at 30 degree angle so that it is visible to the traffic coming from one side only but edge of the tilted portion should be 3 ft away from the road edge and unipole should be at mat finished so as to avoid reflection of light.
b	Longitudinal Placement	* Not permitted within 20 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 as per BMC bye laws. * Not permitted within 20 m of any traffic signboard erected for the regulation of traffic * Not permitted in any such form will obstruct the path of pedestrians and hinder their visibility at crossings. * Not permitted 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 as per the approval of Advertisement Regulation Committee.
c	Other placements	* Permitted as per the approval of Advertisement Regulation Committee. * 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. *Building Wraps have been proposed under category-1 in the city like SAS Nagar for the purpose of revenues generation of the Municipal Corporation. * The same shall be allowed by the Commissioner Municipal Corporation 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 Corporation. The Municipal Corporation will ensure that structure/road safety norms and other safety criteria for public safety are adhered to. * Not permitted on residential roads but in case of security gates the advertisement can be permitted subject to the approval of Advertisement Regulation Committee. * Not permitted within 20m of another Category 1 device. * Not permitted within 20 m of Category 1 and Category 2 devices

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 sqm		Permitted only over approved surfaces of specified properties designed for providing certain civic amenities/ facility /service for public benefit. The Amenity shall not interfere with the general function or the road or premises of cause impediment to sight distances of motorists. The activities of the amenity shall not spillover beyond the designed area onto the surroundings unless otherwise permitted 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. Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around the facility. General illumination required for the functioning of the facility shall be provided and maintained by the Advertiser. Allotment will be made through tender system or through other transparent system as laid down by the corporation. 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. Kiosks should only be allowed to display advertisement devices pertaining to the product they are selling or trading in. Such roadside kiosks should not become the centre of publicity for others. No advertising shall be permitted till the facility is completely operational An 'out of service" sign shall be placed on the facility in case of the facility becoming non operative on account of a fault, repair or routine maintenance. All defunct or non operational
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 3m x3m		

							facilities shall not be allowed to advertise any advertisement. Allotment system shall be developed for the allotment of kiosks, shops & booths etc.
2.3		Devices mounted on road side kiosks Tea/Cold Drink Kiosk/Fruit			Max upto 8 sq.m		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.
		Juice, Snack bar, Florist, Pan, cigarette, kiosk, puncture repair Kiosk for barber cobbler, milk booth etc.			Max upto 8 sq.m		
2.4		Devices along with informal or for publicity maps, colony maps etc			Max upto 8 sq.m		
2.5		Devices mounted on public assistance facility police assistance and traffic police assistance & tourists assistance			Max upto 8 sq.m		
2.6		Pier or pylon mounted device Road flyover pylons, metro pillar etc	0.76m	0.1m	Not exceeding 4 sq.m *Advertisement Regulation committee shall keep distraction factor into consideration while according permission.	1.6 m X 2.5 m	• Surface mounted device shall be permitted only in the landscaped area under the Viaduct of flyover and shall not spillover 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 or 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 members shall be invisible and concealed behind the sign. • The Rights for advertising under the Metro Viaducts and Roadway Flyovers shall be granted in lieu of provision and maintenance of landscaping of the areas located directly under the Viaducts and Flyover.

2.7		Pole Kiosk others	0.76	0.1m	Not exceeding 0.91 sqm	1.2m	• Shall not exceed 0.91 sqm in sign area and shall only be displayed in portrait format. • Under no circumstances shall a sign project beyond 0.1m from the face of 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 lamps 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 size printed paper) or stretched vinyl sheet. • No projection cutout on the pole kiosk is permitted.
2.4		Protection screen/nallah culvert advertising devices	1.2m	1.8m		0.75m	• Permitted only on road-facing side. • Shall be centered 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 devices panel corners shall not have sharp edges with a view to avoid any chance of injury or damage to any person or object.
2.5		Informal advertising display board	2.5m	1.2m	<3 sqm	1.2m	• As per the Byelaws of Municipal Authority 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. • The Billboard/ poster will be allowed for a maximum period of 48 hours. • As per the Byelaws of Municipal Authority, informal advertising devices should be restricted to the specific site/wall as may be provided by the Municipal Authority in each of its wards, near Govt./private colonies, inside market areas, near public park and the premises of the public building. • In Municipal Authority area the billboard/ poster will be allowed for a maximum period of 1 week.
2.6		Vehicular Mounted Devices Bus advertising Private and public					• 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 vehicle 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 Purpose of advertising . • Advertising devices (include LCD mounted screens) will be allowed inside the public utility vehicle. • Bus Advertising devices shall not interfere in anyway with the mandatory vehicle signs such as purpose of the bus service, number plate etc.
2.7		Vehicle Mounted Devices Metro trains City rails					• 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.
2.8		Vehicular Mounted Devices Delivery and service vehicle advertising	NA	NA	NA	NA	• Area for Advertisement/ name/logo shall not exceed 50% of the surface area on each side of the vehicle. • Separate application for separate delivery vehicle with detail of registration number etc. • Taking clearance from Traffic , Traffic police and RTO etc shall be the responsibility advertiser. • The delivery vehicles shall only be permitted to advertise the own product/services offered /carried by the company/ owner.
2.9		Taxi and intermediate public transport like auto					• Area for Advertisement / name / logo shall not exceed 75% of the surface area on

		rickshaw and radio taxis					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 advertiser, and the conditions set by them shall be followed
2.10		Mobile vehicle for purposes for advertising	NA	NA	NA	NA	Permitted subject to approval of Advertisement regulation committee of MC SAS Nagar
2.11		Air Borne devices (only permitted for social messages)	-	-	-	25 m	• Air borne device will be exclusively for social messages. • The air Borne Device shall, be erected, fixed and secured in accordance with the specified guidelines as per Municipal Authority 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 area. • As per Municipal Authority the air borne advertising devices may per permitted.

10.2 A specific Permission Criteria: Category 2

A	Lateral placement	* Not permitted on traffic islands but permitted if the time of merging of traffic moving on slip road and main roads at island can be prolonged by placing spring poles from he edge of the island upto a distance of 30 mtr so that traffic coming from both the road merge 30 mts ahead from the present merging points. * Permitted on footpaths with the condition that pole of gentry or unipoles are 6 ft away from the edge of the road and also if the unipole is located at 'T' point it should be tilted at 30 degree angle so that it is visible to the traffic coming from one side only but edge of the tilted portion should be 3 ft away from the road edge and unipole should be at mat finished so as to avoid reflection of light. * Where the footpath does not exist, the outdoor advertising shall be placed in a mamer that it conforms the condition that pole of gentry or unipoles are 6 ft away from the edge of the road. If the unipole is located at 'T' point it should be tilted at 30 degree angles so that it is visible to the traffic coming from one side only but edge of the tilted portion should be 3 ft away from the road edge and unipole should be at mat finished so as to avoid reflection of light. * A minimum gap of 3ft must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary wall etc.
b.	Longitudinal Placement	• The distance shall be maintained subject to approval of Advertisement regulation committee of MC SAS Nagar. • Any deviations from the clause shall subject to approval of Advertisement regulation committee of MC SAS Nagar • 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. • A minimum gap of 3 ft must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls 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					Specials conditions
			Length	Width	Area	Max Height	Min Ground clearance	
		—						—
3.1		Bus shelter	As per approval from Municipal Corporation					The approach ed of

		and Bus Depot		passenger transport shelter shall be either open or transparent to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle. The Advertisement can either be backlit or nonlit, front lighting with additional projected brackets etc shall not be permitted. The advertisement devices shall not project outside the roof top boundary. Non Static illumination, neons, changing of illumination colour, flashing lights etc. are not permitted. 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 junction etc. The content of advertisement will be governed as per the general advertisement Bye law.
		Specific permission criteria for bus shelter • Any Advertising Device attached to a passenger transport shelter or 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 not provide evidence of 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 neighborhood area close to bus stop, the map shall be provided on the side panels for the commuter to read easily.		
3.2		Parking		• 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 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 of access road passing in front of the Parking Lot /filling station/ shopping Arcade/Precincts. roads/ lane leading to another facility beyond any other built or open landmark • The power supply shall be as per mentioned in general permission criteria • System of state parking may be introduced which may be supported by the finances being accrued from the advertisement displayed on the stands.
		Parking (Two display boards)			Up to 18 sqm			Two display boards of the size 20ft X 10ft each shall be permissible in each parking site. * The boards will contain advertisement one site and information about parking on the other about parking rates prescribed by the Advertisement regulation committee of MC SAS Nagar.
		Two sides of Khokha			Up to 18 sqm			• Each parking has a provision for erecting of a Khokha for keeping helmets sitting parking attendants 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 it and aesthetically built.
		Parking tickets and uniforms	As per Municipal Authority approval	As per Municipal authority approval	As per Municipal authority approval	As per Municipal authority approval	As per Municipal authority approval	• The parking tickets shall contain municipal authority hologram on the front side with rates of parking fee & advertisement on the reverse side. • There will be uniformity in the parking tickets in all Municipal Authority authorized parking areas
		Specific permission criteria for parking The parking advertising rights shall be clubbed with developing a proper parking information system that should provide real time information on the proper location & availability of parking spaces to facilitate the vehicles owners as well as the Municipal Authority Authorities for better management of the existing parking scenario, Provision at the entry and exit point regarding the parking., fee timeline, name of parking site owner with telephone number, complaint box, along with advertisement devices shall be provided. The parking attendant shall be uniform with logo in front of uniform and advertisement at rear is permitted also. The advertisement on parking tickets and small kiosk erected inside.						
3.3		Landscape Advertising device						• All Landscape advertising devices shall be located only at designated locations as approved by Municipal Authority. • All Landscape advertisement devices shall be adequately maintained to assure continued readability of the message. • 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 and 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	1.5m	<0.3m including base	2.25 sqm	1.5m	As per Municipal Authority approval	• The Fence Advertising Signs shall be Advertising Plates measuring 0.2sqm in area. • 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 in place the same shall be designed and approved by the 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 on tree guards	0.3m	0.3m	0.09sqm	The device shall be integral part of tree guard	As per Municipal Authority approval	• Signs shall be square advertising plates measuring 0.3m x0.3m • The tree guards shall be provided with 1.5m x 1.5m or 1.2m x 1.2 cast iron modular grating for protection of roots and for water to seep in the roots, as per approved design by Municipal Authority. • The Tree Guards advertising sign attached to Tree Guards 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 numbers 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	• Signs shall be advertising plates measuring 0.6m x 0.3 m • 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
				L	W	Area	Max Height	Min Ground clearance	
4.1		On premises signs and miscellaneous sign. *Fascia Sign: For self advertising only		NA	0.3 m		<0.9m	2.5m	• All Fascia signs shall conform (should not exceed to a maximum height of 0.9m • 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 extent of the width of the shop-External Fascia signs shal be mounted at a datum line not lower than 0.9m from top finished level. • Within the enclosed corridors or veranda like in location, the fascia sign must follow the datum line coinciding with the top of the shop/business opening. • Incase of double height opening 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 railing jail, grill or any architectural features. Incase the signage is placed below a railing or grill, its datum line shall coincide with the slab level or up to 0.9 m from the bottom of the drop whichever is less to expose 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 special illumination schemes both on & within building (including windows & doorways) and sites shall not be permitted illumated & animated signs are not to detract from the architecture of the supporting building during the daytime. • The advertiser shall be only be permitted to advertise the product/services/organi zation name/logo that is being offered from the facility. No surrogate advertising shall be permitted on fascia sign.
4.2		On premise signs awing sign		<2 m	<1 m	<2sq m	As approved by Municipal Authority	2.7 m	• 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 awing signs are not permitted. • Permitted only on premises used for commercial office, industrial or entertainment purposes. 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 900 mm • 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 facado per enterprise shall be allowed unless the facade exceeds 20m in length, where more than one sign shall be allowed if they are spaced at a minimum of 6m Intervals.
4.3		Projected sign: for self advertising only							• Maximum height of letters; 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 of service is practiced. • In no case, shall any projecting sign be attached to a heritage building, educational facilities and building that houses government offices. • For the Municipal Authority areas- Municipal Authority is not in favor of permitting separate signage's for each business on the outside wall of a multistoried building.
		Installed on Building not exceeding 18m						>2.5 m but <9m	• Projecting signs overhanging public land must have a minimum clearance of 2.5 meters above ground level (or a footpath). • 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 1.6m 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	• Only one projecting sign shall be allowed per enterprise façade provide the width of the façade is at least 4.5m • Only one projecting sign per façade shall be permitted vertically as well as horizontally • Material of the framework or supporting structure of the sign should be made of noncombustible • The lateral movement of the sign should be restricted security using appropriate bracing/bracketing to prevent from swinging.
		Installed on building ht exceeding 36m							• The projecting sign shal be designed so that it is of supporting reasonable horizontal as well vertical load at all points/loading points.
4.4		Footway and road side vender sign		0.6 m	0.6 m	0.6sqm	1m	NA	• 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 one sign per premises in busy business precincts. • Generally be limited to two signs per premises where there is more than one business on the premises. • 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.
10.5		Real estate sign, for self advertising only		NA	NA	<2sq m	1m	NA	• A real estate sign shall be erected to advertise the sale/rent or lease of property upon which the sign is placed. • 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 premises 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 flow. • Real estate sign shall be limited to one sign per street face . • The maximum size of Real estate Sign permitted shall not exceed 2 sqm (but not more than 1 sqm per side.) • A real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5 in height.
4.6		Welcome sign		NA	<3.85sqm	1.6m	NA		• The content of welcome sign must be approved by Municipal Authority/ commissioner
4.7		Construction sign or self adverting only		NA	NA	< 4.4sqm	3M	NA	• Under no circumstances 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. • Signs shall be located as close as practicable next to, and parallel to, the property alignment.

									• A sign shall not interface 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. Vehicles, 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 sqm, may be displayed per property.

Note: Approval of Local Authority is mandatory in order to install any device in permissible zone.

Additional Secretary Local Government

Endst.No. Dir.TP – 2014 / Dated Chandigarh the August, 2014

A copy along with a spare attested copy is forwarded to the Controller, Printing & Stationary Department, Punjab, SAS Nagar with a request that this notification may be published in the Punjab Gazette (Ordinary) and 25 copies may be sent to the Government for record.

Additional Secretary Local Government

Endst.No. Dir.TP – 2014 / Dated Chandigarh the August, 2014

A copy of the above is forwarded to the following for information and further necessary action:-

1. Commissioner, Municipal Corporation, SAS Nagar.
2. Deputy Commissioner, SAS Nagar.
3. Heads of all Branches of Local Government Department.
4. Law Officer (D), Local Government Department, Punjab.

Additional Secretary Local Government

ਦਫਤਰ ਨਗਰ ਨਿਗਮ, ਐਸ.ਏ.ਐਸ ਨਗਰ				
1	308	12/05/14	ਰਿਪੋਰਟ ਸੁਪਰਡੈਂਟ (ਐਡਵਰਟਾਈਜਮੈਂਟ) ਕਿ ਨਗਰ ਕੌਂਸਲ ਨੂੰ ਜਨਵਰੀ 2011 ਵਿੱਚ ਨਗਰ ਨਿਗਮ ਦਾ ਦਰਜਾ ਪ੍ਰਾਪਤ ਹੋ ਗਿਆ ਸੀ। ਪਰੰਤੂ ਨਗਰ ਨਿਗਮ ਵੱਲੋਂ ਐਡਵਰਟਾਈਜਮੈਂਟ ਦੇ ਨਵੇਂ ਵੱਧੇ ਰੇਟ ਲਾਗੂ ਕਰਨ ਸਬੰਧੀ ਕੋਈ ਫੈਸਲਾ ਨਹੀਂ ਲਿਆ ਸੀ। ਇਸ ਲਈ ਨਗਰ ਨਿਗਮ ਵੱਲੋਂ ਆਪਣੇ ਹੁਕਮ ਨੰ ਮਿਤੀ 06/06/11 ਰਾਹੀਂ ਫੈਸਲਾ ਲਿਆ ਸੀ ਕਿ ਜੱਦੋਂ ਤੱਕ ਨਵੇਂ ਵੱਧੇ ਰੇਟ ਲਾਗੂ ਕਰਨ ਸਬੰਧੀ ਕੋਈ ਫੈਸਲਾ ਨਹੀਂ ਲਿਆ ਜਾਂਦਾ ਉੱਦੋਂ ਤੱਕ ਨਗਰ ਨਿਗਮ ਦੇ ਮਾਲੀ ਹਿੱਤਾਂ ਨੂੰ ਵੇਖਦੇ ਹੋਏ ਨਗਰ ਕੌਂਸਲ ਵਾਲੇ ਰੇਟਾਂ ਤੇ ਹੀ ਇਹ ਟੈਕਸ ਨਗਰ ਨਿਗਮ ਦੀ ਧਾਰਾਵਾਂ 122, 123, 125 ਦੇ ਤਹਿਤ ਵਸੂਲਿਆ ਜਾਵੇ। ਜਿਸ ਦੀ ਪ੍ਰਵਾਨਗੀ ਸਰਕਾਰ ਦੇ ਮੀਮੋ ਨੰਬਰ 6/53/2011-3ਸਸ1/ 5368 ਮਿਤੀ 22-09-2011 ਰਾਹੀਂ ਇਸ ਦਫਤਰ ਨੂੰ ਪ੍ਰਾਪਤ ਹੋ ਗਈ ਸੀ। ਇੱਥੇ ਜਿਕਰ ਯੋਗ ਹੈ ਕਿ ਪੰਜਾਬ ਸਰਕਾਰ ਦਾ ਨੋਟੀਫਿਕੇਸ਼ਨ ਨੰਬਰ 14/25/2005-1ਐਲ. ਜੀ. / 6799 ਮਿਤੀ 17/05/2005 ਜੋ ਕਿ ਨਗਰ ਨਿਗਮ ਪਟਿਆਲਾ, ਅਮ੍ਰਿਤਸਰ, ਲੁਧਿਆਨਾ ਅਤੇ ਜਲੰਧਰ ਲਈ ਹੈ, ਦੀ ਫੋਟੋਕਾਪੀ ਦਫਤਰ ਡੀ.ਟੀ.ਪੀ. ਚੰਡੀਗੜ੍ਹ ਤੋਂ ਅੱਜ ਮਿਤੀ 12/05/2014 ਨੂੰ ਦਸਤੀ ਪ੍ਰਾਪਤ ਕੀਤੀ ਗਈ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਹੋਰ ਕਿਸੇ ਨੋਟੀਫਿਕੇਸ਼ਨ ਸਬੰਧੀ ਵੀ ਪੁਛਿਆ ਗਿਆ ਉਨ੍ਹਾਂ ਵੱਲੋਂ ਜੁਬਾਨੀ ਤੋਰ ਤੇ ਦੱਸਿਆ ਗਿਆ ਹੈ ਕਿ ਉਨ੍ਹਾਂ ਕੋਲ ਇਹ ਹੈ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਹੋਰ ਕੋਈ ਲੈਟੈਸਟ ਨੋਟੀਫਿਕੇਸ਼ਨ ਉਪਲਬਧ ਨਹੀਂ ਹੈ। ਕਿਉਂ ਜੋ ਨਗਰ ਕੌਂਸਲ, ਐਸ.ਏ.ਐਸ ਨਗਰ ਨੂੰ ਨਗਰ ਨਿਗਮ ਦਾ ਦਰਜਾ ਪ੍ਰਾਪਤ ਹੋ ਚੁੱਕਾ ਹੈ। ਇਸ ਲਈ ਉਕਤ ਚਾਰ ਨਗਰ ਨਿਗਮਾਂ	ਪ੍ਰਵਾਨ ਹੈ।

			ਲਈ ਜਾਰੀ ਕੀਤਾ ਨੋਟੀਫਿਕੇਸ਼ਨ ਨਗਰ ਨਿਗਮ, ਐਸ.ਏ.ਐਸ ਨਗਰ ਦੇ ਮਾਲੀ ਹਿੱਤਾਂ ਵਿੱਚ ਅਡਾਪਟ ਕਰਨਾ ਯੋਗ ਹੋਵੇਗਾ, ਅਤੇ ਪੰਜਾਬ ਮਿਉਂਸਪਲ ਕਾਰਪੋਰੇਸ਼ਨ ਐਕਟ 1976 ਦੀਆਂ ਧਾਰਾਵਾਂ ਤਹਿਤ ਐਡਵਰਟਾਈਜਮੈਂਟ ਟੈਕਸ ਵਸੂਲਣ ਅਤੇ ਹੋਰ ਕਾਰਵਾਈ ਕਰਨ ਯੋਗ ਹੋਵੇਗੀ। ਇੱਥੇ ਇਹ ਵੀ ਜਿਕਰਯੋਗ ਹੈ ਕਿ ਸ਼ਹਿਰ ਦੀਆਂ ਮਾਰਕੀਟਾਂ ਤੇ ਹੋਰ ਬਿਲਡਿੰਗਾਂ ਦੇ ਉਪਰ ਵੱਡੇ-ਵੱਡੇ ਸਾਇਜ ਦੇ ਨਾਮ ਬੋਰਡ ਦੇਖਣ ਨੂੰ ਮਿਲਦੇ ਹਨ। ਜਿਨ੍ਹਾਂ ਨਾਲ ਸ਼ਹਿਰ ਦੀ ਸੁੰਦਰਤਾ ਵੀ ਪ੍ਰਭਾਵਤ ਹੁੰਦੀ ਹੈ। ਇਸ ਲਈ ਬਿਹਤਰ ਹੋਵੇਗਾ ਕਿ ਮਾਰਕੀਟਾਂ ਵਿੱਚ ਬੂਥਾਂ ਐਸ.ਸੀ.ਓ./ ਐਸ.ਸੀ.ਐਫ. ਅਤੇ ਹੋਰ ਬਿਲਡਿੰਗਾਂ ਤੇ ਉਨ੍ਹਾਂ ਦੇ ਨਾਮ ਅਤੇ ਟਰੇਡ ਨਾਲ ਸਬੰਧਤ ਲਿਖੇ ਜਾਣ ਵਾਲੇ ਬੋਰਡ ਦਾ ਸਾਇਜ ਬੂਥ/ ਐਸ.ਸੀ.ਓ. / ਐਸ.ਸੀ.ਐਫ. ਅਤੇ ਹੋਰ ਬਿਲਡਿੰਗ ਦੇ ਸਾਹਮਣੇ ਵਾਲੇ ਹਿੱਸੇ ਤੇ ਸਿਰਫ ਤਿੰਨ ਫੁੱਟ ਦੀ ਉਚਾਂਈ X ਬਿਲਡਿੰਗ ਦੇ ਸਿਰਫ ਸਾਹਮਣੇ ਵਾਲੇ ਹਿੱਸੇ ਦੀ ਚੋੜਾਈ ਬਰਾਬਰ ਰੱਖਣ ਤੇ ਵੀ ਵਿਚਾਰ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਸੋ ਰਿਪੋਰਟ ਵਿਚਾਰਨ ਅਤੇ ਪ੍ਰਵਾਨਗੀ ਹਿੱਤ ਪੇਸ਼ ਹੈ ਜੀ।	
3	368	29/08/14	ਰਿਪੋਰਟ ਸੁਪਰਡੈਂਟ (ਐਡਵਰਟਾਈਜਮੈਂਟ) ਕਿ ਮਾਨਯੋਗ ਪੰਜਾਬ ਅਤੇ ਹਰਿਆਣਾ ਹਾਈਕੋਰਟ ਵਿੱਚ ਐਡਵਰਟਾਈਜਮੈਂਟ ਸਬੰਧੀ ਚੱਲ ਰਹੀ ਸੀ.ਓ.ਸੀ.ਪੀ. 2695 ਆਫ 2012 ਵਿੱਚ ਮਾਨਯੋਗ ਅਦਾਲਤ ਵੱਲੋਂ ਮਿਤੀ 01/08/14 ਨੂੰ ਹੁਕਮ ਕੀਤੇ ਹਨ ਕਿ " The Municipal Corporation, SAS Nagar (Mohali) is directed to file its affidavit whether it has framed rules/ byelaws with respect to length and breadth of signboards to be fixed outside commercial establishments particularly with respect to multistoried shop cum	ਪ੍ਰਵਾਨ ਹੈ।

			office and if not whether it purposes to frame such rules/ byelaws. ਉਪਰੋਕਤ ਸਬੰਧੀ ਦੱਸਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਨਗਰ ਨਿਗਮ ਵੱਲੋਂ ਐਡਵਰਟਾਈਜਮੈਂਟ ਬਾਈਲਾਜ ਬਣਾਏ ਗਏ ਹਨ ਅਤੇ ਜਿਹਨਾਂ ਨੂੰ ਸਥਾਨਕ ਸਰਕਾਰ ਵਿਭਾਗ, ਪੰਜਾਬ ਵੱਲੋਂ ਨੋਟੀਫਾਈ ਕਰਵਾਇਆ ਹੋਇਆ ਹੈ। ਇਹਨਾਂ ਬਾਈਲਾਜ ਦੀ ਕਲਾਜ 8 ਕੈਟੇਗਰੀ 4.1 ਕਮਰਸ਼ੀਅਲ ਬਿਲਡਿੰਗਾਂ ਉਪਰ ਨਿੱਜੀ ਐਡਵਰਟਾਈਜਮੈਂਟ ਕਰਨ ਨਾਲ ਸਬੰਧਤ ਹੈ। ਮਾਨਯੋਗ ਹਾਈਕੋਰਟ ਵੱਲੋਂ ਉਪਰੋਕਤ ਦਿੱਤੇ ਗਏ ਹੁਕਮ ਇਹਨਾਂ ਬਾਈਲਾਜ ਵਿੱਚ ਕਵਰ ਹੁੰਦੇ ਹਨ। ਇਸਤੋਂ ਇਲਾਵਾ ਨਗਰ ਨਿਗਮ ਨੇ ਆਪਣੇ ਮਤਾ ਨੰਬਰ 308 ਮਿਤੀ 12/05/14 ਰਾਹੀਂ ਇਹਨਾਂ ਐਡਵਰਟਾਈਜਮੈਂਟ ਬੋਰਡ ਦੇ ਸਾਈਜ ਸਬੰਧੀ ਸਪੱਸ਼ਟ ਕੀਤਾ ਹੈ ਕਿ ਜਿਸ ਅਨੁਸਾਰ ਵਪਾਰਕ ਅਦਾਰੇ ਦੇ ਮੱਥੇ ਤੇ ਅਦਾਰੇ ਦੀ ਚੌੜਾਈ ਤੱਕ ਅਤੇ ਤਿੰਨ ਫੁੱਟ ਉਚਾਂਈ ਤੱਕ ਸਾਇਜ ਦਾ ਐਡਵਰਟਾਈਜਮੈਂਟ ਬੋਰਡ ਲਗਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਬਹੁਮੰਜਲੀ ਵਪਾਰਕ ਇਮਾਰਤਾਂ ਦੇ ਮੱਥੇ ਤੇ ਐਡਵਰਟਾਈਜਮੈਂਟ ਸਬੰਧੀ ਦੱਸਣਾ ਯੋਗ ਹੋਵੇਗਾ ਕਿ ਜੇਕਰ ਕਿਸੇ ਬਹੁਮੰਜਲੀ ਵਪਾਰਕ ਬਿਲਡਿੰਗ ਵਿੱਚ ਇੱਕੋਂ ਤਰ੍ਹਾਂ ਦਾ ਕਾਰੋਬਾਰ ਹੋ ਰਿਹਾ ਹੈ ਤਾਂ ਉਸਨੂੰ ਉਸ ਕਾਰੋਬਾਰ ਨੂੰ ਦਰਸਾਉਂਦਾ ਹੋਇਆ ਕੇਵਲ ਇੱਕ ਹੀ ਬੋਰਡ ਲਗਾਉਣ ਦੀ ਇਜਾਜਤ ਹੋਵੇਗੀ ਪ੍ਰੰਤੂ ਜੇਕਰ ਵੱਖ-ਵੱਖ ਮੰਜਲਾ ਤੇ ਵੱਖ ਵੱਖ ਕਾਰੋਬਾਰ ਹੋ ਰਹੇ ਹਨ ਤਾਂ ਉਪਰੋਕਤ ਪ੍ਰਵਾਨਤ ਸਾਇਜ ਦਾ ਬੋਰਡ ਹਰ ਇੱਕ ਮੰਜਲ ਤੇ ਲਗਾਉਣ ਦੀ ਇਜਾਜਤ ਹੋਵੇਗੀ। ਪ੍ਰੰਤੂ ਜੇਕਰ ਇੱਕੋ ਮੰਜਲ ਉਪਰ ਕਈਂ ਵਪਾਰ ਹੋ ਰਹੇ ਹਨ ਤਾਂ ਇਹ ਸਾਰੇ ਇਸ਼ਤਿਹਾਰਬਾਜੀ ਲਈ ਕੇਵਲ ਇੱਕ ਬੋਰਡ ਸ਼ੇਅਰ ਕਰਨਗੇ। ਰਿਪੋਰਟ ਵਿਚਾਰਨ ਹਿੱਤ ਪੇਸ਼ ਹੈ ਜੀ।	

GOVERNMENT OF PUNJAB
DEPARTMENT OF LOCAL GOVERNMENT
(LG-1 BRANCH)

NOTIFICATION

No. 14/25/2005-1 LG 1/6799 Dated, Chandigarh, the 17 May, 2005

In exercise of the powers conferred under section 90(3) lead with section 122 of the Punjab Municipal Corporation Act-1976, the Governor of Punjab is pleased to fix revised rates of advertisement tax applicable to all the Municipal Corporation of Amritsar, Jalandhar, Ludhiana & Patiala as per detail given below:-

Sr. No.	Particulars	Advertisement Tax / rates Per Month (In Rs.)	Advertisement Tax / rates Per annum (In Rs.)
1	Advertisement or hoarding on wall or post or in the form of non-illuminated of sky signs.		
	a) For a space up to 10 Sq. Ft.	——	600/-
	b) For a space over 10 Sq. Ft. & 25 Sq. Ft.	——	1200/-
	c) For every additional 25 Sq. Ft. in area or less	——	1500/-
2	Advertisement or hoarding standing blank but bearing the name of the advertisement or with the announcement "to be let" displayed thereon		
	a) For a space up to 10 Sq. Ft.	——	300/-
	b) For a space over 10 Sq. Ft. & 25 Sq. Ft.	——	500/-
	c) For every additional 25 Sq. Ft. in area or less	——	600/-
3	Fixed illuminated sky signs and advertisement.		
	a) For a space up to 2 Sq. Ft.	——	500/-
	b) For a space over 2 Sq. Ft. & 5 Sq. Ft.	——	1000/-
	c) For a space 5 Sq. Ft. Up to 25 Sq. Ft.	——	2400/-
	d) For every additional 25 Sq. Ft. in area or less	——	3000/-
4	Advertisement boards carried on vehicles including buses (Non-illuminated)		
	a) For a space up to 50 Sq. ft.	200/-	1960/-
	b) For every additional 50 Sq. Ft.	200/-	1920/-
5	Lluminated Advertisement boards carried on vehicles including buses.		
	a) For a space up to 50 Sq. Ft.	400/-	3920/-
	b) For every additional 50 Sq. Ft. or less	600/-	5760/-
6	Advertisement boards etc. carried by sandwich Boardman (Non-illuminated)		
	a) For each board not exceeding 10 Sq. Ft.	40/-	385/-
	b) For every board exceeding 10 Sq. Ft. and up to 25 Sq. Ft.	70/-	675/-
	c) For each additional 10 Sq. Ft. in area or less	40/-	385/-

	Illuminated advertisement boards etc. carried by sandwich board men, Handcarts, Cyclists or cycle-rickshaw a) For each board not exceeding 10 Sq.Ft. area b) For each board exceeding 10 Sq.Ft. area and up to 25 Sq. Ft. c) For each additional 10 Sq.Ft. in area or less	70/- 140/- 70/-	675/- 1350/- 675/-
8	Illuminated sky-signs and advertisement exulted on screens by means of lantern slides, projectors or similar devices: a) For a space up to 5 Sq.Ft. b) For a space over 5 Sq.Ft. and up to 25 Sq.Ft. c) For every additional 25 Sq.Ft. or less	35/- 50/- 100/-	340/- 480/- 1730/-
9	Commissiod to auctioneers temporary & traveling sales organizers, exhibitors, non organizer, circuses, convention organizers etc. to put up not more than two board of reasonable size less than 5 Sq.Ft. advertising each auction or sale other than those on the premises where the auction is held one on a prominent site in the locality and one on Municipal lamp post.	50/- (per day)	200/- (per week)
10	a) Advertisement boards at permitted locations up to 5 Sq.Ft. b) Advertisement boards at permitted location up to 25 Sq.Ft. c) Advertisement exhibited in cinema houses by means of lanternslides or simillar device. i. Through slides ii. Through reels	50/- (per day) 200/- (per days) 250/-	200/- (per week) 800/- (per week) 2400/-
11	Banners on buildings or on open space or roadside	Rs. 3/- per Sq.Ft. per day up to a period of one week and Rs.1/- per Sq.ft. for subsequent days.	
12	Advertisement by balloons	Rs.100/- per day per running Ft. of diameter up to a period of one week and Rs. 130/- for subsequent days.	

(B.R.Bajaj)
Dated Chandigarh
03-03-2005
Municipal Secretary to Government of Punjab
Department of Local Government

Additional charges for Hoardings on private buildings in Ludhiana City as approved vide resolution No. 2622 dated 23-10-2009.

Sr. No.	Location of MC, Ludhiana	Size of hoardings	Rate per month
1	Zone A & D	upto 100 Sq.ft.	Rs. 4000/- P.M.
2	Zone B & C	upto 100 Sq.ft.	Rs. 2000/- P.M.
3	Zone A & D	Area above 100 Sq.ft. (for every additional 100 Sq.ft. area)	Rs. 4000/- P.M.
4	Zone B & C	Area above 100 Sq.ft. (for every additional 100 Sq.ft. area)	Rs. 2000/- P.M.