

Patna Outdoor Advertisement Regulation 2019

Government of Bihar Urban Development and Housing Department Notification

Patna Outdoor Advertisement Regulation, 2019

No..... Patna Municipal Corporation, Dated2019- In exercise of powers conferred under **Section 421** of the Bihar Municipal Act, 2007, the Patna Municipal Corporation hereby make the Regulations in relation to the matters of display of advertisements and similar devices in any place within the jurisdiction of the Patna Municipal Corporation.

1. Short title and commencement:

- i. These regulations may be called “The Patna Outdoor Advertisement Regulations, 2019”.
- ii. It shall come into force upon approval by the State Government and with effect from the date of its publication in the Official Gazette.
- iii. “Patna Municipal Corporation (Grant of Permission for Display of Advertisements & Similar Devices) Regulations, 2012” shall be repealed after the notification of “Patna Outdoor Advertisement Regulation 2019”.
- iv. These regulations shall be applicable in relation to all the matters pertaining to display of advertisements and similar devices in any place, locality or location falling within the jurisdiction of the Patna Municipal Corporation.

2. Definitions- In these regulations, unless the context otherwise requires: -

- i. “**Act**” means the Bihar Municipal Act 2007.
- ii. “**Advertisement**” means and includes any device or representation in any manner such as announcement or direction by word, letter, model, sign by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards etc. displayed to promote a product or service in a commercial sense.
- iii. “**Advertising**” means the act or process of displaying an advertisement.
- iv. “**Agency**” means an applicant who may be an individual, registered charitable organization, firm, partnership or a company incorporated under the Companies Act, 1956.
- v. “**Appellate Authority**” means Mayor of the Patna Municipal Corporation.
- vi. “**billboard/hoarding**” an advertisement device with large space for advertisement in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building;
- vii. “**building line**” means the line up to which the plinth of a building may lawfully extend on the side, which abuts the street or an extension of a street or a strip of land earmarked or reserved for future construction of street and such line is mentioned in the approved plan or co-ordination plan or the scheme by the Patna Municipal Corporation having jurisdiction or power;
- viii. “**commercial building**” means a building used or constructed or adopted to be used or intended to be used wholly or partially for business purpose;
- ix. “**Competent Authority**” means Chief Municipal Commissioner or any Special officer or committee appointed by the Chief Municipal Commissioner.
- x. “**display**” means an advertisement being visible to public;
- xi. “**electronic hoarding**” means an advertisement, with display made from LED (Light Emitting Diode) or LCD (Liquid Crystal Display) or any other electronic source, to display running text, displays and informational messages from computer programs and software or any other means;
- xii. “**Form**” means a form prescribed under these rules;
- xiii. “**Indian Road Congress or IRC**” means the applicable India Road Congress codes, regulations made and directions issued there under, from time to time;

- xiv. **“intersection”** means the same level junction where two or more roads are either meeting or crossing,
- xv. **“Municipal Corporation”** herein refers to Patna Municipal Corporation.
- xvi. **“Owner”** means an applicant who may be an individual, registered Charitable organization, firms, partnership or a company incorporated under the Companies Act 1956 (companies act 2013 any statutory modification, amendment or reenactment for the time being in force and any rules notified as applicable) or any department of government for installing outdoor advertisement;
- xvii. **“PMC”** means Patna Municipal Commissioner.
- xviii. **“public building”** means and include a building used or constructed or adopted (be used either ordinarily or occasionally, as a place of public worship, a theatre, hostel, Government office, public hall, public concert room, public lecture room, public exhibition or as a public place of assembly or occasionally for any similar purpose;
- xix. **“public place”** means any place which is open for use of the public;
- xx. **“public street”** means road, street or through fare or other right of way to which the public has a right of access or which is commonly used by the public and includes any portion of a Right of way of public street including a foot road;
- xxi. **“Right of Way or Row”** means the full width of a public street between building lines across such public street including the median, carriageway, service road, shoulder and foot road/sidewalk and the air space above it;
- xxii. **“road traffic sign”** means any road traffic sign and traffic signal as contemplated in the IRC or any applicable act;
- xxiii. **“self-advertising”** means owner who is displaying advertisement of brands other than own brands of shops, building, establishment, land
- xxiv. **“street furniture advertisement”** means an advertisement displayed on any public facility or structure which is not primarily for advertising and includes a seating bench, plant box, foot road, litter bin, pole mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain etc. of approximate size and shape serving the functional requirement of such street furniture with advertisement either directly pasted/affixed or in the form of a panel;
- xxv. **“structural engineer”** means a person who is a Master in Structural Engineering or equivalent degree in civil engineering of a recognized Indian or foreign university or corporate member of civil engineering division of the institute of engineers of India or equivalent institute, with a minimum of three years of experience in structural engineering practice in designing structure and field work qualification in structural engineering;
- xxvi. **“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.
- xxvii. **“trailer advertising”** means an advertisement mounted on a trailer, bicycle or vehicle, which is stationery or moving with the sole purpose of advertising;
- xxviii. **“tri-vision advertisement”** means an advertisement hoarding that uses rotating triangular panels in a synchronized manner such that the three faces of the triangular section are seen one after the other displaying three different advertising messages. These could be illuminated or non-illuminated.

3. Classification of Advertisement Device

3.1 The categories of the advertisement devices: -

- 3.1.1 Category 1: Large-format advertisements, mainly fixed on billboards / unipoles and bridge and flyover panels;
- 3.1.2 Category 2: Advertisement mounted on public amenities, like public toilets, garbage collection points,

- 3.1.3 Category 3: Fleets and transport related infrastructure;
- 3.1.4 Category 4: Advertisement devices for self-advertisement of brands other than own.

The above-mentioned categorization of advertisements shall also include the advertisements installed in a temporary manner, such as government and political advertisements displayed on certain occasions.

For example, special kind of advertisements like big size gates etc. shall be categorized under the category-1 large format advertisements.

- 3.2 However, apart from the above categorized advertisements, no other type of advertisements shall be allowed in the Patna municipal corporation area. Certain non-commercial wall-paintings by the government institutions or cultural organizations may be allowed by the Patna municipal corporation which must be in conformity with the overall theme and aesthetic design of the area. However, the areas and locations of such wall-paintings shall be well defined by the Patna municipal corporation.
- 3.3 Any other category of devices, which are not specifically defined here but might be defined in future by the competent authority, must be installed and displayed while following general criteria as per this regulation.

4. Zoning of Area for Advertisement

- 4.1 Advertisement device shall be classified on area basis in the following manner:

- 4.1.1 Zone A: Roads with high demand i.e. Principal Main Road

- 4.1.2 Zone B: Roads with medium demand Main Road

- 4.1.3 Zone C: All other roads except roads in Zone A and Zone B

- 4.2 The Competent authority shall have the power to make amendments in the zoning of advertisements. If Municipal area of Patna Municipal Corporation expands then competent authority shall have the power to decide on the zoning of the extended area.

5. Advertisement Revenue

- (i) **Registration fees for all category:**

Every person, who erects, exhibits, fixes or retains upon or over any land, building, wall, hoarding, frame, post or structure or upon or any vehicle any advertisement or, who displays any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematographs), shall pay Registration fee which shall be valid for five years from date of registration and further a renewal fee every year. Fees chart has been attached in Annexure 1 which may be changed as per the Standing Committee of Patna Municipal Corporation in every 5 year.

- (ii) **Advertising fees for category: (devices mentioned in category 1,2 and 3)**

Every person, who erects, exhibits, fixes or retains upon or over any land, building, wall, hoarding, frame, post or structure or upon or any vehicle any advertisement or, who displays any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematographs), shall pay for every advertisement which is so erected, exhibited, fixed or retained or so displayed to public view, an advertisement fee (Annexure 2). These rates given in annexure 2 are period of one year ending on 31st March from the date of notification. These rates may be changed by the Competent Authority from next year onwards. The advertisement fees specified in Annexure 2 shall increase @5% every three year. If any rates have been revised, the Competent Authority of PMC then those rates or after increase of 5% every 3 year whichever is higher will be applicable.

(iii) Advertising fees for category:(devices mentioned in category 4)

For advertisement device/s for self-signage/s other than the own brands , the owner of shop/business establishment/institution, who erects, exhibits, fixes or retains upon or over part of building/property, where the business establishment is running its business, any such self-signage advertisement or, who displays any such self-signage advertisement to public view or visible from a public street or public place, shall pay for every such self-signage display which is so erected, exhibited, fixed or retained or so displayed to public view, an advertisement fee at such rates as discovered and fixed by the Patna Municipal Corporation from time to time with regards to rate of category - 1, 2 and 3.

However, in such cases, the self-signage shall be strictly installed/displayed in accordance with the general conditions laid down for category – 4 devices in this regulation.

(Rate chart is attached in Annexure 2)

(iv) Exceptional Case

In case land belongs to other Government Organizations, PSUs, Autonomous Bodies, Statutory Bodies, Registered Societies, Cooperative Societies association, Private Limited Companies, Wakf board and other religious institutions and so on and the structure has been built or installed by them or the advertiser in their territory for display of advertisement and it faces the vehicular traffic plying on it or comes in public view in any manner whatsoever visible from a public street or public place (including any advertisement exhibited by means of cinematographs), the concerned organization or the advertiser will have to share revenue in the following proportion:

- a. Railways will provide 25 per cent of the revenue earned through advertisement with Municipal Corporation. For avoidance of doubt, any revenue earned through advertisement within the premises of Railway Station shall not be shared with the Municipal Corporation.
- b. Other organizations will share 50 per cent of the revenue earned through advertisement with respective Municipal Corporation.
- c. Advertisement by third party projects sanctioned by State Investment Promotion Board and in-principal consent of PMC will also pay fees to PMC as per this regulation.
- d. Standing committee of PMC shall have the power to grant rebate of utmost 75% on the advertisement fees if, advertisement is displayed on any private public utility.

(v) Exempted Case

- a. There shall not be any fees for the government advertisements on the government premises or public places reserved on certain occasions. However, such advertisements shall be displayed for a limited period and not more than 15 days in any case;
- b. There shall not be any fees for the government signage's too such as road signage's installed by the Road Department. However, the government signage's shall also comply with the requirements of this regulation and the Patna municipal corporation shall encourage an aesthetical, uniform and thematic design for such signage's across the city.

6. Application for Registration

- a. Advertiser shall seek permission for installing an advertisement from the Competent Authority by registering themselves with the Patna Municipal Corporation. (Form attached in Annexure 3). In future, Patna Municipal Corporation may create an online platform for the advertisement through which the registration and application may be processed.
- b. Registration shall be valid for a period of five years from the date of registration.
- c. The registering entity shall deposit such registration fee as the Patna Municipal Corporation may, specify, by an order, from time to time.
- d. Existing hoardings for which fitness certificate was submitted as per sub regulation 13 and 8(m) of this regulation before 31st December 2019 will only be allowed.

7. Process for Registration

- i. Before registration, the Competent Authority shall ensure that:
 - a. The registering entity, any one of its directors, owners, proprietors, partners have not been debarred by the Patna Municipal Corporation or any other Government agency for undertaking advertising business;
 - b. The registering entity, any one of its directors, owners, proprietors, partners do not have any outstanding dues with Patna Municipal Corporation. (This shall be with effect from the regulation notified in Gazette)
 - c. Such approval shall be provided by the Competent Authority within thirty days of submission of application
 - d. The registering entity has not defaulted in paying fees in respect of advertisement. . (This shall be with effect from the regulation notified in Gazette)
 - e. While processing the application prohibited competent authority must ensure that advertising device shall not be aesthetically poor in the opinion of competent authority and the location where it is displayed does not obstruct the nature and its element or not form part of theme of particular road or any other matter whereby location or the advertising device may not be deemed fit in the opinion of competent authority.
- ii. After ensuring the facts as mentioned above, the competent authority shall issue a unique identity to a registering entity.
- iii. The competent authority shall complete the process of registration process within thirty days and shall issue an approval as set out in Annexure 4.
- iv. Registration fees shall be paid within 15 days from the date of issue of approval.

8. Procedure for Application

- (i) Application for regular advertisement permit:
 - (a) The applicant agency has to apply for permission in the prescribed form (Annexure 5) to the Corporation.
 - (b) Along with the application form duly filled in, the applicant has to deposit the prescribed processing fees in case of advertisements. Processing fee shall be determined by the Competent Authority which shall be non-refundable.
- (ii) Documents to be submitted with application for advertisement through hoarding etc.-
 - (a) "No Objection certificate" (NOC) from the landlord of the land building over which advertisement is proposed to be displayed.
 - (b) If the land on which advertisement is to be displayed is given on lease by a public authority, viz. Corporation, Government etc NOC from the lessor is also required.
 - (c) In case of hoarding on the terrace of a building, NOC from the occupier(s) of the topmost floor is/are a must.

- (d) If the NOC is from a co-operative housing society, copy of the resolution duly passed in the general body meeting, certified by the Auditor of the society.
- (e) A joint Indemnity Bond cum Undertaking by the agency and the owner/co-operative housing society in the prescribed format at Annexure 6.
- (f) In case of leased out municipal land, a mutual agreement document need to be submitted by the advertiser to PMC
- (g) Two copies of key plans of the location in the scale of 1":2500' and Block Plan in the scale of 1":250'.
- (h) Two copies of the design and color scheme and sketch showing the exact location of the proposed site in question, including computer generated design image along with external lighting fixtures.
- (i) Two copies of 10"x8" size photographs taken from a distance of 60 meters from the proposed site with marking of the proposed hoarding thereon.
- (j) Two copies of the location plan indicating presence of any trees or any other hoarding within 50 meters of the location along the same alignment and dimensions thereof. The details of the owner if known, may be given.
- (k) NOC from the Civil Aviation Department of the Government of India, wherever necessary.
- (l) The structural design/plan alongwith structural design calculations approved by a licensed structural engineer.
- (m) The structural stability certificate/fitness certificate for hoarding/unipole and other advertisement structure is mandatorily required from a licensed structural engineer.
- (n) The agency applying for the permission shall submit the Registration Certificate under the Bihar shops & Establishment Act.
- (o) The structural design/plan of the hoarding of the structure
- (p) Property Tax receipt of the current year for non-government buildings/vacant land where advertisement is to be displayed.

9. Approval of Advertisement

- i. Application for any advertisement shall be made by registering entity by submitting information in terms of Annexure 5.
- ii. Application form shall be accompanied with the above stated documents and processing fee as per regulation which shall be non-refundable and non-adjustable in any manner whatsoever

10. Evaluating & Scrutiny of application

- i. While evaluating an application for advertisement, Competent authority shall ensure the following: -
 - a. That the application is in compliance with these regulations and the Act;
 - b. That the application shall not be in contravention of any directives of a court;
- ii. The competent authority, in its sole discretion, reserves its right to accept or reject any application.
- iii. The competent authority, after following due process shall within thirty days, in writing or electronically, notify its decision to the applicant as per format attached as Annexure 7.
- iv. Advertisement Fee for the approved duration shall be paid within 15 days from the date of approval.
- v. Any permission granted by Competent authority pursuant to evaluation of an application, shall not be withdrawn by the owner prior to atleast three months
- vi. All existing advertisement shall comply with these regulations within one month from the date it has been published in Gazette.

11. Permissibility of different category of Advertising device

As per Schedule I appended herewith

12. Specific conditions for different category of advertising device

As per Schedule II appended herewith

13. Outdoor Advertisement and Road Safety Criteria

An advertising device may be considered a traffic hazard and permission of its installation and display shall be disallowed:

- a. If the Advertising Structure is not as per the fixed standards and the fitness certificate of the same has not be furnished:
- b. If it interferes with road safety or traffic efficiency;

14. Outdoor Advertisement and Aesthetic Criteria

An advertising device shall be considered aesthetically poor and permission of its installation and display shall be disallowed:

- If it obstructs the nature and its elements such as sky, trees, scenic views, rivers, ponds, etc.;
- If it is not cleaned and maintained aesthetically by the advertiser on regular basis; and
- If it hurts any other aesthetic norms as identified by the competent authority.

15. Outdoor Advertisement and Physical Criteria

Control of the physical characteristics of advertising devices shall be as follows:

- Advertising shall not use traffic sign shapes in colour of traffic sign that could potentially be mistaken for an official traffic sign.
- Advertising shall not contain flashing red, blue or amber point The Code of Practice for Road Signs IRC: 67-2001 or its further amendments, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background color combinations.
- light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light/s,
- All lighting associated with the advertising device shall be directed solely on the advertising device and its immediate surrounds.
- External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
- Illumination of advertising device is to be concealed or be integral part of it.
- Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign to prevent or minimize the escape of light beyond sign.
- Any light source shall be shielded so that glare does not extend beyond the advertising device.
- The average maintained luminance shall be reduced to 0.5 candela or all together shut, after 0000 hours (12am) and sunrise by automatic timing devices.
- Non-static illuminated advertising devices (flashing lights) are not permitted within the boundaries of cities.
- Variable message advertising devices are not permitted in the area other than as specified in Summary of Category 1 advertising device within the municipal corporation as these cause a statistically significant distractive influence on motorist's response times to external stimuli. So, Variable Message Advertising Devices LED/LCD Screens shall be permitted on case to case basis by the municipal authorities.

(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 stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.)

16. Outdoor Advertisement and Content Criteria

The Competent 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 incompetent by the Municipal bodies.

For all categories of devices (except Category 3 and some Category 4 devices which are directed at pedestrians), text elements on an advertising 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 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 intricate typefaces and contents which need to be memories such as mobile numbers. 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.

17. Outdoor Advertisement 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 regulation. The designs shall be certified by an experienced and practicing structural engineer and shall be submitted to the Patna municipal corporation for approval before start of work at the site.

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 colors that are consistent with the aesthetical requirement, and enhance the surrounding area and will be compliant with the criteria for colors laid out earlier in this regulation.

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 agency should be placed in a conspicuous position on the device.

18. Outdoor Advertisement and Electrical Connection

The electrical connections and components in all advertising devices shall be with accordance with relevant Indian Standards and designed to ensure there is no safety or traffic risk. A copy of the electrical contractor's test certificate shall be provided to the Patna municipal corporation.

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.

14.1 Electricity from the renewable energy sources

To promote conservation of electricity, it is important that the illumination at all outdoor advertising devices may draw power from alternate renewable resources like solar power and such innovative and energy-saving proposals shall be encouraged by the municipal corporation by giving relaxation/rebate @ 5% of the fee.

19. Withdrawal and Amendment

- i. Any permission under section 145 shall be void,
 - a. if the advertisement contravenes the provisions of any regulations made under Bihar Municipal Act 2007, or
 - b. if any material change is made in the advertisement or any part thereof without the previous permission of the Competent authority, or
 - c. if the advertisement or any part thereof falls otherwise than by accident, or
 - d. if, due to any work by the Central Government, the State Government, or the Patna municipal corporation, or by any statutory authority, the advertisement is required to be displaced
- ii. Competent authority shall have the power to withdraw an approval granted or amend any condition or impose a further condition in respect of such approval after show cause and hearing the concern party. if, in the opinion of the Competent authority, the advertisement concerned:

- a. is or has, as a result of a change to the nature of the environment or the amenity of the neighborhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence;
 - b. constitutes, or has become, a danger to any person or property;
 - c. is obscuring a critical and aesthetically important natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;
 - d. is or has become prohibited in terms of these regulation or any other law;
 - e. is the part thereof falls either through an accident or any other cause;
 - f. have any addition made to it except for the purpose of making it secure under the direction of the Competent authority;
 - g. have any changes thereof;
 - h. upon the building or structure or property demolished or destroyed; and
 - i. relates to any other site/location, as may be decided by the Competent authority, Patna Municipal Corporation in public interest, safety, aesthetics etc.
- iii. The cost incurred while removing the advertisement shall be borne by the agency and shall be recovered at the time of release of confiscated advertisement device.

20. General Requirement for Outdoor Advertisement

- a. The agency displaying advertisement through hoardings shall display or affix his name plate of appropriate size and permit number allotted to the hoarding at the corner of the hoarding to facilitate the identification of the agency. It shall display the month and year of the expiry of the permit in numerical symbols, viz 9/2002 or Sept. 2002 etc.
- b. After approval, advertisement shall not be altered, removed, or upgraded, other than for maintenance work which may be required for the upkeep of an advertisement, without prior written approval of the Competent authority.
- c. Every power cable and conduit containing an electrical conductor for the operation of an advertisement shall be so positioned and attached so that it is not unsightly.
- d. No advertisement shall be connected to any electricity supply without the prior written permission of the electricity supply authority/power distribution company and such permission shall, on request by an authorized official, be presented to them by the agency of the advertisement concerned.
- e. The electrical connections and components in all the advertisement shall be in accordance with relevant Bureau of Indian Standards (BIS), Indian Electricity Rules and designed to ensure there is no safety or traffic risk.
- f. The agency of the advertisement shall ensure that disposal of any type of material including media for display is disposed of as per the Environment Protection Act, 1986 and other applicable laws/rules/regulation

21. Prohibition

- a. With reference to section 145 of Bihar Municipal Act 2007, no person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame post, kiosk, structure, vehicle, neon-sign or sky-sign, any advertisement or display any advertisement to public view in any manner whatsoever (including any advertisement exhibited by means of cinematograph), visible from a public street or public place, in any place within the Municipal area without permission, in writing, of the Chief Municipal Officer. The Chief Municipal Officer shall not grant such permission, if –
 - 1. the advertisement contravenes any provisions of this Act or the rules or the regulations made there under, or

2. the amount, if any, due in respect of the advertisement has not been paid.
- b. No person shall broadcast any advertisement, except on radio or television, without the permission, in writing, of the Chief Municipal Officer.
- c. In addition to any other prohibition, expressed or implied, in these regulations, no person shall erect, maintain or display advertisement on.
 1. National Parks, district forests and water bodies in it.
 2. Historical monuments, cremation grounds, graveyards and ruins;
 3. World Heritage areas;
 4. Areas classified as remnant endangered regional ecosystem;
 5. Within religious places, such as temple, mosque, church and Gurudwara etc;

(Exceptions to the above restrictions may apply in special circumstances. For example, for tourist service/accommodation businesses, advertising devices may be permitted as part of a regional tourist plan. In rare and exceptional circumstances, applications would be considered on a case-to-case basis by the municipal corporation in rarest of rare cases.)
- d. No person shall deface or cause to be defaced any device, mark letter or words that may have been put up by the Patna Municipal Corporation on the permitted advertisements by the Patna Municipal Corporation; any contravention thereto shall be punishable under the Bihar Prevention of Defacement of Property Act, 1985;
- e. In addition to any other prohibition, expressed or implied, in these regulations, the Competent authority shall take necessary action to modify or remove the following advertisement showing or expressing negativity in the content as per sub regulation 13;
- f. No signage shall be allowed beyond the length of the shop

22. Inspection

- a. The Competent authority shall for any purpose relating to the implementation and enforcement of these regulation, carry out an inspection of any advertisement.
- b. An officer nominated by the Competent authority shall carry out the inspection with respect to "Form" as notified by the Competent authority, from time to time and may produce written communication of his appointment as a nominated officer empowered to carry out inspections.

23. Maintenance of Advertisement and removal of unauthorized advertisement

- i. Subject to provisions in these regulation-
 - a. The advertising agency is responsible for maintaining the device and surrounding area so that it does not become unsightly or deteriorate to such a degree that it is in conflict with any provision of these regulation;
 - b. An owner shall carry out at least once in three months inspection of advertisement with a view to satisfying himself that it has been properly maintained and forthwith carry out any necessary maintenance resultant upon such inspection
- ii. The advertising agency shall ensure that an information plate (minimum size of one fleet by one fleet) with the embossed logo of Patna Municipal Corporation providing details of approval of the Competent authority and details of advertisement, as required by the competent authority, are displayed and maintained in good condition at all times. Failure to do so shall result in penalty as specified in the regulation.
- iii. Any unauthorized advertisement devices installed at any location, property, vehicle, bridge, building etc shall be removed. No leniency shall be shown towards any violator or unauthorized device. Moreover, during the removal of any unauthorized device,

- priority will be given to remove such devices which would be considered as traffic hazard or aesthetically poor in nature.
- iv. If the advertising device is creating, or likely to create, a traffic hazard, immediate action should be taken to remove the advertising device.
 - v. Low value advertising devices may be immediately removed and disposed of. These are typically attached to guide posts, power poles, lighting columns and trees; and manufactured from low cost materials such as cardboards or conflate.
 - vi. Where unauthorized advertising is removed, it may be disposed off immediately by the municipal corporation. The owner may collect the advertising device only after payment of removal cost plus additional penalties.
 - vii. Advertising attached to a vehicle, where a registered motor vehicle or trailer is parked within the jurisdiction of Patna municipal corporation for the sole purpose of advertising without permission the transport authorities shall be asked to cancel the registration of the vehicle. The vehicle owner shall be given custody of vehicle only after paying the fine or penalties, otherwise the vehicle can be confiscated and non-payment of penalties in due time would lead to Patna municipal corporation and Traffic police to dispose of the vehicle.

24. Offences and Penalty

- i. Whosoever contravenes any of the provision of this regulation, shall be liable to fine/penalty as specified under the regulation.
- ii. Patna Municipal Corporation/Competent authority shall have the power to remove the advertisement if the show cause is not satisfactory, if does not comply with the regulation. The cost incurred while removing the advertisement shall be borne by the agency and shall be recovered at the time of release of confiscated advertisement device.
- iii. If any agency has erected an advertisement without prior permission or does not match with the specification at the time of approval then the competent authority shall have the power to remove the advertisement if the show cause is not satisfactory to the agency along with imposition of fine. The fine shall be an amount equal to the fee of highest value of the advertisement along with 200% of the calculated fees.
- iv. In case of self-advertisement, if the owner has displayed an advertisement of his own which exceeds the building line then he shall be liable to pay a penalty of an amount equals to the fee for an additional area which exceeds the building line along with a 200% penalty on the exceeded area amount.
- v. In case of self-advertisement, if the owner has displayed an advertisement other than his own then he has to seek permission from the Patna Municipal Corporation and pay a fee as per the regulation. If the owner erects an advertisement other than his own without taking permission, then he shall be liable to pay a penalty of an amount equal to fees of that advertisement as mentioned in regulation along with 200% of the calculated fees.
- vi. If any non-permitted advertisement device is found then the owner or agency shall have to pay a fine of Rs. 5000 per device and for recurring offence the fine amounts shall be double of the last fine impose.
- vii. If the agency or owner does not pay the fine within three working days from the date of fine imposed then it shall be liable to pay an interest of 1.5% per month on the fine.
- viii. The penalty is applicable to all category of advertising device from 1-4.
- ix. In case of second violation, the owner/agency shall be liable to pay a penalty of an amount equal to fees of that advertisement along with 200% of the calculated fees

- x. In case of third violation, the owner /agency shall be debarred for display of advertisements and existing sites shall be declared unauthorized for a period of one year.

25. Documentation

The owner/agency shall retain certified copies of all documentation relating to the approval for display of advertisement device, for as long as advertisement is erected or displayed, and shall on request by an authorized official, present such documentation.

26. Serving of Notice

- i. Any notice that is required to, or may be served, delivered or given in terms of, or for the purposes of these regulation, shall be served in any of the following ways:
 - 1. by sending a copy of the notice by registered or under postal certificate to the last-known address of the person concerned/agency and, unless the contrary is proved, it is deemed that service came into effect on the seventh day following the day on which the document was posted;
 - 2. By faxing a copy of the notice to the person, if the person has in writing furnished a fax number to the Patna Municipal Corporation Authority
 - 3. by forwarding the notice through e-mail at the registered E-mail ID; and
 - 4. by handing over a copy of the notice to the owner or any of the authorized representative of agency.

27. Appeal

Appeal against the decisions taken by the Competent Authority shall lie with the Mayor of the Patna Municipal Corporation.

Procedure of Appeal: -

- i. An appeal must be filed, along with of appeal fees of Rs 200, within 30 days from the receipt of the orders of the concerned authority or cause of action, as the case may be.
- ii. For sufficient cause, the Appellate Authority at its discretion may condone delay of filing appeal upto 30 days.
- iii. Appellate Authority will as far as possible decide the appeal within 4 weeks.
- iv. The hoarding owner or license holder, during the pendency of appeal, shall not display any advertisement on the alleged hoarding.

28. Indemnity

Advertising agency shall be required to indemnify the Patna Municipal Corporation for the designated advertisement and activities against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Patna Municipal Corporation which arise as a result of the installation or existence of advertisement. Advertising agency 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 advertisement and the consequential claim shall be borne by Registering Entities who shall also indemnify and safeguard the Patna Municipal Corporation, its employees or any entity employed/appointed by the Patna Municipal Corporation.

29. Interpretation

If any doubt arises as to the implementation of any of the provisions of these Rules, the matter shall be referred to the Chief Municipal Officer, Patna Municipal Corporation, whose decision thereon shall be final

30. Mode of Payment:

Registration Fee and renewal fee will be paid once in a year by DD of nationalized or schedule commercial bank. Advertisement Fee for the approved duration shall be paid within 15 days from the date of approval.

Annexure 1**Advertisement Registration & Renewal Fee for All the Category**

| S no. | Type of Advertisement | Rs. |
|-------|-----------------------|------------|
| 1 | Registration Fee | 1,00,000/- |
| 2 | Renewal Fee per year | 50,000/- |

Annexure 2**Advertisement Fees for All the Category**

| S no. | Type of Advertisement | Zone A (Rate in Rs.) | Zone B (Rate in Rs.) | Zone C (Rate in Rs.) |
|-----------|--|----------------------------|----------------------------|----------------------------|
| 1 | Hoardings/Billboards/Unipoles/Bipoles/Gantry per sq feet per Annum on Govt Land | | | |
| | - illuminated | 150 | 113 | 75 |
| | - non illuminated | 125 | 94 | 63 |
| 2 | Hoardings/Billboards/Unipoles/Bipoles/Gantry per sq feet per Annum on Private Land/Building | | | |
| | - illuminated | 40 | 30 | 20 |
| | - non illuminated | 25 | 18 | 12 |
| 3 | Variable message advertising device such as LCD, LED etc per screen per annum | 4000 | 3000 | 2000 |
| 4 | Pole Kiosk per sq feet per annum | | | |
| | - illuminated | 150 | 113 | 75 |
| | - non illuminated | 125 | 94 | 63 |
| 5 | Display/Indicator board per sq feet per annum | 100 | 80 | 60 |
| 6 | Mobile display per annum | | | |
| | - illuminated | 100000 | | |
| | - non illuminated | 90000 | | |
| 7 | Street Furniture per sq feet per annum | | | |
| | - illuminated | 150 | 113 | 75 |
| | - non illuminated | 125 | 94 | 63 |
| 8 | Banner/Poster/flex per sq feet per annum | 100 | 80 | 60 |
| 9 | Other type of advertisement per sq feet per annum | | | |
| | - illuminated | 150 | 113 | 75 |
| | - non illuminated | 125 | 94 | 63 |
| 10 | Advertisement in cinema hall or local cable TV per reel per month for all zone | 600 | | |
| 11 | Umbrella per piece per location per month | 300 | 225 | 150 |
| 12 | Advertisement through audio system | 300 per day upto 4 speaker | | |

Annexure 3

Apply for Registration /Renewal of Advertising agency in Patna Municipal Corporation

1. Name of the Company:

2. Address of the Company:

.....
.....
Phone Number: i.

ii.

Email id:

3. Company Category: Proprietorship

Partnership

Pvt. Ltd.

4. Name of the Proprietor/ Partners/ Directors

i.

ii.

iii.

iv.

v.

5. Contact Person with PMC with Cell Number

NAME

Cell Number

i.

ii.

Contd.

Registration Amount

CIN Number for Company:

GST Number of Company:

Udyog Aadhar Number (MSME):

Aadhar Card Number:

Permanent Account Number:

Shop & Establishment Number

Old Registration number with Patna Municipal Corporation

The applicant firm, company has not been blacklisted by any Government entity in the last 3 Years: Yes/No

The applicant firm/company has no pending dues: Yes/No

If yes please specify the total pending dues: Yes/No

Attachment:

- 1 Photocopy Company CIN Certificate
- 2 Photocopy of MoA/AoA
- 3 Photocopy of Udyog Aadhar Number Certificate (MSME):
- 4 Photocopy of Aadhar Card of Proprietor/Partner/Director
- 5 Photocopy of Permanent Account Number
- 6 Photocopy of Shop & Establishment Number
- 7 Photocopy of Employees Provident Fund Certificate with latest receipt.
- 8 Photocopy of Employees State Insurance Certificate with latest receipt.
- 9 Photocopy of Old Registration number with Patna Municipal Corporation
10. Photocopy Property Tax receipt of the current year for non-government advertisement buildings/vacant land where advertisement is to be displayed.

As above mentioned, information is correct in my/our knowledge.

Signature and Seal with Director

Date:

Annexure 4
Approval Form

No.....

Date.....

To,

.....

.....

Please refer to your application No....., dated.....for registration of installation of Advertisement

Dear Sir,

This is with reference to your application regarding registration with Patna Municipal Corporation for installation of an advertisement.

It is to inform that following decision has been taken in consideration of your application:

1. Your application for registration is approved and unique identification number allotted to you isPlease use the same for all future correspondence with the Patna Municipal Corporation and for activating your account on the website of the Patna Municipal Corporation.
2. Your application for new advertisement/ renewal is rejected on account of the following:
 - a. Incomplete application
 - b. Incorrect information provided
 - c. Pending dues with Municipal Corporation
 - d. If found blacklisted by any government organization
 - e. Others.....

Thanking You,

Municipal Commisisoner/Special Officer

the Patna Municipal Corporation

Note: In case of rejection of application you may apply fresh on satisfying the above mentioned conditions

Note: This is a typical format only and is subject to midification/amendment by the the Patna Municipal Corporation from time to time.

Annexure 5
Patna Municipal Corporation, Patna

Application Form for permission to exhibit Advertisement under the provisions of Patna Outdoor Advertisement Regulation, 2019

1. Name/s of Applicant: _____
2. Name of the Agency: _____
3. Status : Proprietary firm/company/Charitable Trust/Others
4. Address : _____

Tel No.: _____ Fax: _____

5. Medium of advertisements applied for : Illuminated/Non Illuminated
6. Form of Advertisement: Temporary Non temporary
7. Nature of advertisement applied:
8. Are you a charitable trust/ Institutions applying for display of free banner?
Yes/No

If Yes:

- (a) Purpose: Academic/religious/public/awareness/health/political/others
- (b) Date: From _____ To _____
- (c) Location: Single / Multiple If multiple
 - (i) No. of locations:
 - (ii) Description of locations:
- (d) Text of the message of free banner: _____
- (e) Indicate the category of Civic message you propose to carry:
- (f) Whether photocopy of Trust Registration attached: Yes / No

9. Dimensions:

| | In Ft./Sq. Ft. | In Mtr./Sq.Mtr. |
|---------------|----------------|-----------------|
| • Length: | _____ | _____ |
| • Width: | _____ | _____ |
| • Total Area: | _____ | _____ |
| • Height: | _____ | _____ |

10. Site Location:

Name of the Road drawing visibility:

 - Category of Road — Principal Main Road/ Main Road/ Other Road.
 - Width of the Road:
 - No. of hoarding located within 25 Mtr.:
 - No of trees within 25 Mtr. On either side:
 - Whether trees are required to cut: Yes / No

11. Name of the Landlord:
12. NOC of the Landlord Submitted: Yes / No

I have read carefully the approved policy guidelines of the PMC on above and have complied all the conditions. I accept that, in the event the information submitted by me is found false, I am liable for all such penal actions as prescribed under the law.

Date:

Signature of the Applicant
Designation:

_____ Cut here _____

For Office use only

Whether the application is complete as per the regulation? Yes / No If yes, state:

- (a) Registration No. : _____
- (b) Processing Fee : _____
- (c) Deposit : _____
- (d) Date of receipt of application: _____
- (e) Call Date : _____

Signature of the Authorised Officer

Annexure 6
INDEMNITY BOND-CUM-UNDERTAKING
on Rs. 200/- stamp paper

TO,
THE MUNICIPAL COMMISSIONER
PATNA MUNICIPAL CORPORATION.

SUBJECT: Grant of permission for advertisement at _____

I, Shri/Smt./Messrs _____ Age _____
_____, the owner of the property situated at _____
_____[Or in the case of society]

We, Shri/Smt. [1] _____ [2] _____ [3] _____
[4] _____ of the Management Committee of
M/s _____ Co-operative Society [hereinafter
called as 'the owner']

[Or in case of trust]

[2] I, Shri/Smt. _____
Proprietor/Partner/Director of the firm M/s _____
having its registered office at _____ and
residing at _____ [hereinafter
called as "the Advertiser"];

WHEREAS the Advertiser has made application to Patna Municipal Corporation for a permission for display of advertisement under section 146 of the B.M.A. Act, 2007.

AND WHEREAS the owner has permitted the Advertiser to erect a hoarding and display advertisement in their property situated at _____

AND WHEREAS the Advertiser has applied to the Corporation for permission for display of advertisement at _____

[location] and we the owner and Advertiser are required in terms of the laid down policy in this behalf to give joint undertaking;

The owner and the Advertiser do hereby agree and undertake as under

1. The owner and the advertiser hereby expressly agree and undertake to abide by the regulation a guideline framed by the Patna Municipal Corporation for grant of permission for advertisement.
2. The owner and the Advertiser hereby undertake that the erection of the hoarding and display of advertisement will not be adverted affect or cause any obstruction to the air, light and ventilation of the building belonging to the owners or to the neighboring building and/or premises.
3. The owner/society hereby confirm that the General Body has passed a resolution permitting the Advertiser to erect the hoarding and display advertisement in the society premises by passed resolution in the General Body meeting held on____, the copy of the resolution, thereof, has been certified by the Auditor of the Society.
4. The owner and Advertiser undertake to approach the appropriate Appellate Authority prescribed in the guidelines for redressing the grievances. The owner and the Advertiser further agree that the decision of the Appellate authority as prescribed in the guideline shall be final and binding upon them.
5. The owner and the Advertiser hereby further agree and undertake that they shall and will, at all times hereinafter, save and keep harmless and indemnify the Patna Municipal Corporation and the Municipal Commissioner or either of them from and against all actions, acts, suits, cost claims, damages, demands of any nature and kind whatsoever which may be instituted, claimed or made against the Municipal Corporation or the Municipal Commissioner or either of them by any person or persons by reason of the Municipal Commissioner granting permission for display of advertisement in the premises.
6. We further agree and undertake that the Municipal Corporation / Municipal Commissioner shall not be responsible in respect of any litigation that may arise between the advertiser and the owner or with any other person or persons in this connection.
7. We further indemnify the Municipal Corporation / Municipal Commissioner for – (i) structural stability of the building over which hoarding is proposed to be erected and also the structural stability of the structure of hoarding; (ii) aesthetic view; (iii) safety of trees within the distance of 25 mtrs. in front of proposed hoarding.
8. This Undertaking is binding upon us, our heirs, Executors, Administrator, Successor/ Successors and assignees.

Dated this _____ day of _____ 20

Yours faithfully

[_____]

[_____]

Witness:

1] _____

2] _____

Annexure 7
Approval letter by the Patna Municipal Commissioner

No.....
To,

Date:.....

.....
.....

Please refer to your application no....., datedfor installation of new Advertisement device/renewal for Display of Outdoor Advertisement.

Dear Sir,

This is with reference to your application regarding installation of new Outdoor Advertisement device/ renewal for display of outdoor advertisement by your company/firm/agency with the Patna Municipal Commissioner.

It is to inform that following decision has been taken in consideration of your application:

1. Your application for new media/renewal is approved for erection/display of outdoor advertisement device from(date) to(date) of (size) (in sq. fts) of.....(type) (illuminated/non illuminated) at(location) within(zone/ward) limits of the Patna Municipal Corporation. And you are hereby directed to deposit the fees of Rs. within 15 days of issue of this letter.
2. The unique ID allotted to new outdoor advertisement device is

Your application for new advertisement/renewal is rejected on account of the following:

1. Incomplete application
2. Incorrect information provided
3. Pending dues with PMC
4. If found blacklisted by any government organization
5. Others

Thanking You,
Competent Authority

Note: In case of rejection of application you may apply fresh on satisfying the above-mentioned conditions
This is a typical format only and is subject to modification/amendment by the PMC from time to time.

Schedule 1

Summary of permissibility of different category of advertising devices

Category-1 Devices

[Large-format advertisements (hoardings, billboards, unipoles, bipoles, bridge/flyover panels and variable message advertising device such as LED, LCD Screens etc.)]

| S. No. | Description of Devices | Status | |
|------------|---|---|---------------|
| | | Permitted Subject to General and Specific Permission Criteria | Not Permitted |
| 1.1 | Billboards/ Unipoles/ Bipoles (not permitted on "Other Road" category | | |
| 1.1.i | Industrial area | Permitted | |
| 1.1.ii | Big size and spacious commercial area | Permitted | |
| 1.1.iii | Spacious Recreational Area | Permitted | |
| 1.1.iv | Crematoriums and Burial grounds | | Not Permitted |
| 1.1.v | Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc. | Permitted | |
| 1.1.vi | Other areas like busy roads, institutional, heritage, monument etc. | | Not permitted |
| 1.1.vii | On rooftops of residences | Permitted | |
| 1.1.viii | On mobile vans for purposes of advertising | Permitted | |
| 1.2 | Trivision | Permitted | |
| 1.3 | Railway Bridge panels | Permitted | |
| 1.4 | Flyover Panels | Permitted | |
| 1.5 | Foot Over Bridge (FOB) panels | Permitted | |
| 1.6 | Building wraps | Permitted | |

| S. No. | Description of Devices | Status | |
|------------|---|---|---------------|
| | | Permitted Subject to General and Specific Permission Criteria | Not Permitted |
| 1.6.i | Malls and Airport area | Permitted | |
| 1.6.ii | Cinema Halls | Permitted | |
| 1.6.iii | Area/Properties other than Malls, Airport area and Cinema Halls | | Not Permitted |
| 1.7 | Variable message advertising devices such as LED, LCD Screens etc. | | |
| 1.7.i | Industrial Area | | Not Permitted |
| 1.7.ii | Commercial areas | Permitted | |
| 1.7.iii | Recreational Area | | Not Permitted |
| 1.7.iv | Crematoriums and Burial grounds | | Not Permitted |
| 1.7.v | Transportation areas like Airports, rail terminals/ bus terminals/ truck terminals etc. | Permitted (only in airport area) | |
| 1.7.vi | Other areas like institutional area, heritage, monument etc | | Not Permitted |
| 1.7.vii | On rooftops of residences | Permitted | |
| 1.7.viii | On mobile vans for purposes of advertising | Permitted | |
| 1.8 | Ground-Level Hoardings | Permitted | |

Category-2 Devices

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

| S. 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 device | Permitted | |
| 2.6.i | Flyover columns | Permitted | |
| 2.6.ii | Metro columns | Permitted | |
| 2.6.iii | Others | | Not Permitted for any other area or surface unless approved by the Competent Authority |
| 2.7 | Pole Kiosk | Permitted | |
| 2.8 | Protection screen/ Nallah culvert advertising devices | Permitted | |
| 2.9 | Informal advertising display board | | |
| 2.9.i | Residential Area | Permitted | Permitted |
| 2.9.ii | Commercial Area | Permitted | |
| 2.9.iii | Recreational Area | Permitted | |
| 2.9.iv | Public Parks, gardens etc. | Permitted | |

| S. No. | Description of Devices | Status | |
|-------------|--|--|--|
| | | Permitted Subject to General and Specific Permission Criteria | Not Permitted |
| 2.9.v | Premise of Public Buildings | Permitted | |
| 2.9.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 Borne devices | | Not Permitted (only social messages permitted) |
| 2.16 | Roof mounted devices in residences | Permitted | |
| 2.17 | Flag Signs | | |
| 2.17.i | Industrial area | Permitted | |
| 2.17.ii | Commercial area | Permitted | |
| 2.17.iii | Recreational areas | Permitted | |
| 2.17.iv | Crematoriums and Burial grounds | | Not Permitted |
| 2.17.v | Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc. | Permitted | |
| 2.17.vi | Other areas like residential area, institutional, heritage, monument etc. including mixed land use | Permitted | |
| 2.17.vii | Outside city limit | Permitted | |
| 2.17.viii | On rooftops of residences | Permitted | |
| 2.17.ix | On mobile vans for purposes of advertising | Permitted | |
| 2.18 | Device mounted on Street Furniture | Permitted | |

Category-3 Devices

[Advertisements on fleets and transport related infrastructure]

| S. No. | Description of Devices | Status | |
|---------|--------------------------------------|--|---------------|
| | | Permitted Subject to General and Specific Permission Criteria | Not Permitted |
| 3.1 | Bus shelter and bus depot | Permitted | |
| 3.2 | Parking | Permitted | |
| 3.2.i | Parking Display Boards | Permitted | |
| 3.2.ii | Two sides of Khokha | Permitted | |
| 3.2.iii | Parking Tickets | Permitted | |
| | Parking Uniforms | Permitted | |
| 3.3. | Landscape Advertising devices | Permitted | |
| 3.3.i | Fence Advertising devices | Permitted | |
| 3.3.ii | Devices mounted on Tree Guards | Permitted | |
| 3.4 | Traffic Barricading | Permitted | |

Category-4 Devices

[Self-advertising 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-advertising | Permitted | |
| 4.3 | Projected sign for self-advertising | Permitted | |
| 4.4 | Footway and Roadside vendor 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 2

Summary of conditions for different category of advertising devices

Conditions for Category-1 Devices

[Large-format advertisements (hoardings, billboards, unipoles, bipoles, bridge/flyover panels and variable message advertising device such as LED, LCD Screens etc.)]

| S. No. | Type | General description | Description of device | Specific parameters | | | |
|--------|--------------|---|--|------------------------------|---|------------------------------------|----------------------|
| | | | | Max Length | Max Width /Height | Max Height | Min Ground Clearance |
| 1.1 | Category-one | Large format outdoor advertising Device | Billboard/ Unipole/Trivision | | | | |
| 1.1.1 | | | For roads less than 100 feet, roadway | 16m | 32m | 30m (14m for Railways and Airport) | 2.5 m |
| 1.1.2 | | | For roads more than 100 feet, roadway | 20m | 40m | 30m (14m for Railways and Airport) | 2.5m |
| 1.2 | | | Trivision | NA | NA | NA | NA |
| 1.3 | | | Railway Bridge Panels | 30m | 3m | - | - |
| 1.4 | | | Flyover Panels | 30m | 3m | - | - |
| 1.5 | | | Foot-Over-Bridge | 30m | 3m | - | - |
| 1.6 | | | Variable message Advertising devices such as LED, LCD Screens etc. | 10m | 5m | - | - |
| 1.7 | | | Ground-Level Hoarding | As per actual length of land | As per actual length of land/availability | 4.2m | - |

Note:

- i. The length and width for advertising display for Category-1 devices can be interchanged/altered as per suitability but not exceeding the total area (length multiplied by width).
- ii. In the case of airports, the length and width for Unipole/Billboard and Ground Level Hoardings can be increased on case to case basis up to the maximum dimension of 14m x 8m and 20m x 5m respectively by the Competent authority.

Specific Conditions for Category-1 Devices

[Large-format advertisements (hoardings, billboards, unipoles, bipoles, bridge/flyover panels and variable message advertising device such as LED, LCD Screens etc.)]

| | | |
|----|------------------------|---|
| a. | Lateral Placement | <ul style="list-style-type: none">• Not permitted on footpaths or in open areas beyond the footpaths.• Not permitted on any public utility infrastructure such as drains, nallah etc.• Where the footpath does not exist the outdoor advertising device shall not be permitted within 5 metres from the edge of existing carriageway. |
| b. | Longitudinal Placement | <ul style="list-style-type: none">• Not permitted if any such form as will obstruct the path of pedestrians. |

| | | |
|----|------------------|--|
| | | <ul style="list-style-type: none"> Distance between two advertisement displays on flyover panel/railway bridge/FOB/Government Land must not be less than 50 m to avoid visual clutter and must not obstruct each other. However, two advertisement panel (back to back on Railway Bridge Panel/Flyover Panel/FOB i.e. both sides facing traffic) of specified size shall be permitted on Railway Bridge Panel/Flyover Panel/FOB at one location subject to the conditions mentioned at Footnote below the Summary for Category-1 Devices. |
| c. | Other Placements | <ul style="list-style-type: none"> In main city areas, unipoles will not be allowed along railway bridges Building wrap will be permitted strictly on Malls, Airport area and Cinema Halls only. Building Wraps shall not create any hindrance in Ventilation, Natural Lighting and Opening of Doors/Windows. Building Wraps shall not cross/on the Roof Top Level of the Building and shall be displayed within the building boundaries. The minimum distance to be maintained between any two Building Wraps shall be 10 m. |

Conditions for Category-2 Devices

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

| S. No. | Type | General Description | Specific Parameters | | | | Special Conditions |
|--------|------|---|---------------------|-----------|------------------------------|----------------------|--|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| 2.1 | | Public amenity mounted devices: garbage and toilet facilities | -- | -- | Up to 23 sqm per single unit | -- | 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 or premises or cause impediment to sight distances for motorists. |

| | | | | | |
|-----|--|--|-------------------------------------|--|--|
| 2.2 | Devices mounted on service oriented facility | Drinking water, kiosk outside colony to facilitate payment of bills/etc. (G2C kiosk) | <70 % of the visible area to Public | The unit will be allowed to display up to 3 panels, each not more than 3m x 3m | <p>The activities of the amenity shall not spill over beyond the designated area onto the surroundings, unless otherwise permitted.</p> <p>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</p> <p>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.</p> <p>The advertiser shall be responsible for providing services like water, sewage, garbage collection etc. as required for smooth functioning of the facility or as per the terms of the agreement.</p> |
|-----|--|--|-------------------------------------|--|--|

| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
|--------|-------------------------|----------------------------|---------------------|-----------|-------------|----------------------|--|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <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 or as per the terms of the agreement.</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 open and transparent bidding system.</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. No advertising shall be permitted till the facility is completely operational.</p> <p>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.</p> <p>All defunct or non-operational facilities shall not be allowed to advertise any advertisement.</p> |
| 2.3 | Devices mounted on road | Tea/Cold Drink Kiosk/Fruit | | | < 2.25 Sqm. | | <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> |

| | | | | | | | |
|--|-------------|---|--|--|--|--|--|
| | side kiosks | juice, Snack bar, Florist, Paan-cigarette, kiosk, puncture repair, Kiosk for barber, cobbler, milk booth etc. | | | | | |
|--|-------------|---|--|--|--|--|--|

| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
|--------|---|--|---------------------|-----------|-------------|----------------------|--|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| 2.4 | Devices along with information for public | city maps, colony maps etc. | | | < 2.25 Sqm. | | |
| 2.5 | Devices mounted on public assistance facility | Police assistance, traffic police assistance, tourist assistance | | | < 2.25 Sqm. | | |
| 2.5.1 | Devices Mounted on street | Benches, Clock towers, dustbin etc. | | | < 2 Sqm. | | <ul style="list-style-type: none"> Advertisement on street furniture shall not exceed 2 sq. mtr. on a single side. When more than one facility is installed parallel to the roadways or in a cluster, they shall be separated by a minimum of 5 meter distance. Shall not be placed so as to obstruct pedestrian movement and shall be located so as to not create a hazard for traffic, bicycle, or wheel chair users in and around the locations. |

| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
|--------|------|---------------------|---------------------|-----------|----------|----------------------|--|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <ul style="list-style-type: none"> • Not permitted on a road median, which is less than 1.2 meter wide. • Shall not have sharp edges with a view to avoid a chance of injury or damage to any person or object. • On arterial roads with kerb, the facility should be placed no closer than 1 meter. from the face of the kerb shall be not less than 0.5 meter. • Device mounted on street furniture shall be non-reflective in nature. |

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| 2.6 | Pier or pylon mounted device | Road flyover pylons, metro pillar etc. | 0.76m | 0.1m | Not exceeding 0.91 sq. m | 1.2 m | <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 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 |
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| S.No. | Type | General description | Specific Parameters | | | | Special Conditions |
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| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <p>shall be permitted per bay preferably on the outer road-side piers.</p> <ul style="list-style-type: none"> • 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 Flyovers shall be granted in lieu of provision and maintenance of landscaping of the areas located directly under the Viaducts and Flyovers. |

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| 2.7 | Pole Kiosk | | 1.2 | 0.9 m | Not exceeding 3.65 sqm | 1.2m | <ul style="list-style-type: none"> • Shall not exceed 0.91 sq. m of advertisement display 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. • Advertisement Devices 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. |
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| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
|--------|------|---------------------|---------------------|-----------|----------|----------------------|---|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <ul style="list-style-type: none"> • The top of advertisement device 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. • Advertisement Device shall not cover any Mandatory/ Cautionary signs or the cover plates on street lamp pole. • Advertisement Device shall not be displayed on the first three street lamp poles from any intersection or traffic light. • Only one Advertisement Device 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 |

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| | | | | | | | <p>printed paper) or stretched vinyl sheet.</p> <ul style="list-style-type: none"> No projection, cut-out on the pole kiosk is permitted. |
| 2.8 | | Protection screen/nallah culvert advertising devices | 1.2 m | 1.8m | < 2.16 Sq.mtr. | 0.75m | <ul style="list-style-type: none"> 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. |

| S.No. | Type | General description | Specific Parameters | | | | Special Conditions |
|-------|------|------------------------------------|---------------------|-----------|----------|----------------------|--|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <ul style="list-style-type: none"> 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 | 2.5 m | 1.2 m | < 3 Sqm | 1.2 m | <ul style="list-style-type: none"> 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. Informal advertising devices should be restricted to the specific site / wall as may be provided by the municipalities in each of it wards, near Govt./private colonies, inside market areas, near public park and the premises of the public buildings. No political/religious/social poster free of cost will be |

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| | | | | | | | <p>allowed beyond the stipulated area.</p> <ul style="list-style-type: none"> No political/religious/social poster free of cost should be allowed to be pasted beyond the stipulated area. |
| 2.10 | | <p>Vehicular Mounted Devices: Bus advertising Private & Public</p> | | | | | <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. |

| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
|--------|------|---------------------|---------------------|-----------|----------|----------------------|--|
| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <ul style="list-style-type: none"> 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. No vehicles carrying advertisement shall be parked on a public right of way or in a location on a private property, which is visible from a public right-of-way. No animation or movement in any form shall be permitted in fleet advertising. Advertising devices 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. |

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| 2.11 | Vehicular Mounted Devices | Delivery and service vehicle advertising | NA | NA | NA | NA | <ul style="list-style-type: none"> • 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 City Traffic police and RTO etc shall be the responsibility of advertiser. |
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| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
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| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <ul style="list-style-type: none"> The delivery vehicles shall only be permitted to advertise the own product / service offered/carried by the company/owner. |
| 2.1 2 | | Taxi and intermediate public transport like auto rickshaw and radio taxis | | | | | <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 City Traffic police and RTO etc shall be the responsibility of advertiser, and the conditions set by them shall be followed. |
| 2.1 3 | | Mobile vehicle for purposes for advertising: Not permitted | NA | NA | NA | NA | |

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| 2.1 4 | | Air Borne devices (only permitted for social messages) | -- | -- | -- | 19.5m | <ul style="list-style-type: none"> • Air borne devices 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 offer letter/ contract/ agreement • The gas used in inflating the balloon shall not be hazardous or flammable. |
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| S. No. | Type | General description | Specific Parameters | | | | Special Conditions |
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| | | | Max Length | Max Width | Max Area | Min Ground Clearance | |
| | | | | | | | <ul style="list-style-type: none"> 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. The air-bone advertising devices may be permitted in large open areas with prior approval. |
| 2.16 | | Flag Signs | 2m | 1.5m | 3 sqm | 2.2 m | <ul style="list-style-type: none"> Flag Signs advertising device shall be permitted only in commercial areas/ markets. This advertisement device shall be useful in attracting the shop owners in the market area to display their product for selling through smaller and uniform advertising medium which shall enhance the city aesthetics by way of advertisement on uniform platform. <p>Note: The Length and Width for advertising display for Flag Sign is devices can be interchanged/altered as per suitability but not</p> |

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| | | | | | | | exceeding the total area (Length multiplied by Width). |
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Specific Conditions for Category-2 Devices

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

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| a. | Lateral Placement | <ul style="list-style-type: none">• Not permitted in road medians excluding Pole Kiosks.• Not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible• Not permitted within the pedestrian footpath and if any part of device is projected in the right of way• A minimum gap of 2 m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc. |
| b. | Longitudinal Placement | <ul style="list-style-type: none">• The distance shall be maintained as per the specific contract clauses as mentioned by municipalities while inviting tenders and proposals.• Any deviation from the clause shall be approved by the municipalities.• 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 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc. |

Conditions for Category-3 Devices

[Advertisements on fleets and transport related infrastructure]

| S. No. | Type | Description of device | Specific parameters | | | | | Specific conditions |
|--------|------|--------------------------|--|--|--|--|----------------------|---|
| | | | Max Length | Max Width | Max Area | Max Height | Min ground clearance | |
| 3.1 | | Bus Shelter and Bus Depo | As per Municipal and Transport Specification | As per Municipal and Transport Specification | As per Municipal and Transport Specification | As per Municipal and Transport Specification | | <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 can either be backlit or non-lit, front lighting with additional projected brackets etc. The advertisement devices shall not project outside the roof top boundary. Non-static illumination, neons, changing LEDs, changing of illumination colour, flashing lights etc. are not permitted. A minimum specified gap of 1500 mm must be maintained between the bus shelter and the |

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| | | | | | | | | <p>site features like trees/shrubs, pavement curbs, boundary/building walls, electrical poles, etc.</p> <ul style="list-style-type: none">• Since a BQS would only be erected at a site where it is not a traffic hazard, the advertisement on the BQS |
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| | | | | | | | | <p>should be excluded from the various conditions of minimum distances from road junction, etc.</p> <ul style="list-style-type: none"> The content of advertisement will be governed as per the general advertisement regulation. |
| | | <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 Competent authority and Transport Department approval Sponsorship arrangements for the supply of infrastructure may be managed by Competent authority and Transport Department subject to keeping in considerations the interest of both. Where new infrastructure is to be installed under the jurisdiction of municipalities, approval shall be taken by Transport and the advertiser early in the planning phase. The proponent shall provide evidence of a public liability policy 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 | As per Competent authority approval | As per Competent authority approval | As per Competent authority approval | As per Competent authority approval | As per Competent authority approval | <ul style="list-style-type: none"> No part of the parking advertising devices 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 |

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| | | | | | | | | <p>movement into and out of the facility.</p> <ul style="list-style-type: none">• Advertising Sign of the Free-Standing advertising devices in parking area shall be oriented inwards facing the parking bays. |
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| | | | | | | | <ul style="list-style-type: none">• 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 1.5 m.• No Free-Standing advertising device on any parking location shall be permitted abutting the periphery of the following:<ul style="list-style-type: none">i. Access road passing in front of the Parking Lot/ filling stationii. Shopping Arcade/ Precincts.iii. Access roads/ lane leading to another facility beyond• 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 |
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| | | | | | | | | displayed on the stacks. |
| 3.2. 1 | | Parking (Two display boards) | | | Up to 18 sq. m | | 7ft | <ul style="list-style-type: none"> • Two display boards of the size 40ft x 8ft each shall be permissible in each parking site. • The boards will contain advertisement at first half portion (20ft x 8ft) & parking rates prescribed by the municipal corporation at the other half portion. |

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| 3.2. 2 | Two sides of Khokha | | | Up to 18 sq. m | | | <ul style="list-style-type: none"> Each parking has a provision for erection of a Khokha for keeping helmets, sitting of parking attendants etc. on which advertisement will be permitted on any two sides with the maximum limit of each display not exceeding 20ft x 8 ft. It will be duty of the advertiser to ensure that Khokha are well lit and aesthetically built. |
| 3.2. 3 | Parking tickets and uniforms | As per Competent authority approval | As per Competent authority approval | As per Competent authority approval | As per Competent authority approval | As per Competent authority approval | <ul style="list-style-type: none"> The parking tickets shall contain patna municipal corporation hologram on the front side with rates of parking fee and advertisement on the reverse side. There will be uniformity in the parking tickets in all municipal authorized parking areas. |
| <p>Specific permission criteria for parking</p> <p>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 vehicle owners as well as the municipal 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> | | | | | | | |

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| 3.3 | | Landscape advertisement device | | | | | | <ul style="list-style-type: none">• All landscape advertising devices shall be located only at design location as approved by the municipalities..• All landscape advertising device shall be adequately maintained to assure continued readability of the message. |
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| | | | | | | | <ul style="list-style-type: none">• Advertiser shall be responsible for suitable upkeep and maintenance pruning of vegetation surrounding the landscape advertising devices such as shrubs etc. to enable visibility of the advertisement.• No Landscape advertising device 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 registered advertiser. The requirement of the landscape advertising for the specific zone shall be led down as decided by the Competent authority. |
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| 3.3. 1 | | Fence Advertising devices | 1.5 m | < 0.3 m including base | 2.25 sqm | 1.5 m | As per Competent Authority approval | <ul style="list-style-type: none"> • 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 competent 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 |
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| | | | | | | | <ul style="list-style-type: none">• 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." |
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| 3.3. 2 | Devices mounted on tree guards | 0.3 m | 0.3 m | 0.09 sqm | The devices shall be integral part of tree guard | As per Competent authority approval | <ul style="list-style-type: none"> • Signs shall be square advertising plates measuring 0.3m x 0.3m. • 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 municipalities. • The Tree Guards 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. |
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| | | | | | | | | <ul style="list-style-type: none"> • 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 agencies 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 | 0.6 m | 0.3 m | | | Mounted on traffic barricading | <ul style="list-style-type: none"> • Signs shall be advertising plates measuring 0.6mx0.3m • Advertising sign shall be an integral part of the design. • The advertising sign attached to the barricading can be reflective in nature. |

Conditions for Category-4 Devices

[Self-advertising devices]

| S. No. | Type | Description of Devices | Specific parameters | | | | | General Conditions |
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| | | | Max Length | Max Width | Max Area | Max Height | Min ground clearance | |
| 4.1 | | | NA | 0.3 m | | <0.9 m in general and can be increased upto 2 m depending on the site condition and subject to approval of the Competent Authority on case to case | 2.5 m | <ul style="list-style-type: none"> All Fascia signs shall conform (should not exceed) to a maximum height of 0.9 m 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 shall be mounted at a datum line not lower than 0.9m from top finished level. 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. |

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| | | | | | | basis as explained in the note below. | | The signage should not obstruct the open railings, jail, grill or any architectural features. In case the signage is placed below a 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. |
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| | | | | | | | <ul style="list-style-type: none">• 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. |
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| | | | | | | | <ul style="list-style-type: none">• The Owner of Shop/Business Establishment/Institution shall only be permitted to advertise the organization/business name/logo for self- signage having area less than/equal to 2.5 sqm, which is free of charge, No surrogate advertising shall be permitted.• The Owner of Shop/Business Establishment/Institution shall be permitted to advertise the organization/business/product/service/ name/logo for Self Signages having area more than 2.5 sqm subject to payment of Advertisement Fee and Prior written Permission of the Competent Authority. |
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Note :- The maximum height limit of Self Signages for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex etc. shall be maximum 2 meter (proportionate to the Building façade area). The signage shall not block natural light or ventilation in building/premise and shall not contravene the criteria mentioned above in general conditions.

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| 4.2 | On premises signs. Awning Sign: | | <2 m | < 1 m | <2 sqm | As approved by competent authority | 2.7 m | <ul style="list-style-type: none"> • A sign shall be fixed at right angles to the street line. • Where enterprise facades exceed 20 m 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 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 |
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| | | | | | | | | <ul style="list-style-type: none"> • No Under-awning sign shall extend above, below or beyond any extremity of parapet wall, balustrade, railing, beam or fascia. • Not more than one Under-awning sign per facade 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. |
| | | Installed on Building Height not exceeding 18 m | | | | | > 2.5 m but < 9 m | <ul style="list-style-type: none"> • 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. |

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| | | | | | | | | <ul style="list-style-type: none"> • 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 height 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 | 0.6 m | 0.6 m | 0.36 Sqm | 1 m | 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. |

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| | | | | | | | <ul style="list-style-type: none">• 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 (e.g. 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 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. |
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| 4.5 | | Real estate sign: for self-advertising only | NA | NA | <2 Sqm | 1 m | NA | <ul style="list-style-type: none"> • 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. |
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| | | | | | | | | <ul style="list-style-type: none"> • 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 sqm (but not more than 1 sqm per side). • A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height. |
| 4.6 | | Welcome sign | | NA | <3.85 Sqm | 1.6 m | NA | <ul style="list-style-type: none"> • The content of welcome sign must be non-violative in nature. |

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| 4.7 | | <p>Construction sign: For self-advertising only</p> | NA | NA | <4.4 Sqm | 3 m | 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. • Signs shall be located as close as practicable next to, and parallel to, the property alignment. • A sign shall not interfere with any underground services. |
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| | | | | | | | | <ul style="list-style-type: none">• 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. |
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