



# Delhi Outdoor Advertisement Policy 2008

Balancing safety, aesthetics and revenues  
for public good

An initiative by the Municipal  
Corporation of Delhi (MCD)

Finalized as per the directions  
of the Hon'ble Supreme Court  
by the Environment Pollution  
(Prevention and Control)  
Authority

July 2008

## **Background**

The Hon'ble Supreme Court directed in its order of November 20, 1997 and then reiterated on 10.12.1997 (M C Mehta v Union of India) that safety of road users is paramount. It had clarified that hazardous hoardings, which are disturbance to safe traffic movement, are those, which are visible to traffic on the road. It accordingly directed for removal of these hoardings.

The Delhi High Court in its order, dated 26.03.2007 (Court on its motion vs Union of India) directed that "hoarding and/or advertising boards near and facing the roads are traffic hazards." The Hon'ble High court reiterated the Hon'ble Supreme Court order of November 20, 1997. It rejected the application of the Delhi Outdoor Advertisers Association and made it clear that the officers of the government, who have taken a decision to permit hoarding in the teeth of the Hon'ble Supreme Court order, have "clearly misread" the direction and this "ex-facie amounts to violation of the orders of the court."

On May 9, 2007, the Municipal Corporation of Delhi (MCD) filed an appeal against this order in the Supreme Court and submitted a draft policy for outdoor advertisements in the city.

The Hon'ble Supreme Court in its order dated 27.4.2007 directed the Environment Pollution (Prevention and Control) for the National Capital Region (EPCA and also known as the Bhure Lal committee) to examine and file its opinion on the Outdoor Advertisement Policy prepared by the Municipal Corporation of Delhi. EPCA then held consultations with different city agencies concerned with the policy, as well as heard the representation of different groups who have direct involvement in the matter. Based on these meetings and EPCA's review of global practices, the authority submitted a policy for the consideration of the Hon'ble Supreme Court.

Listening to the appeals of parties on 25.4.2008 the Hon'ble Supreme Court directed: "These matters relate to erection of hoardings in MCD, NDMC and NCT of Delhi area. It is submitted by some of the advertising agencies that they were not heard before the Bhure Lal Committee and learned ASG for Indian Railways and DMRC also stated that they have entered into contracts with various agencies as regards setting up of hoarding in the city and the earlier order passed by this court has led to a situation which was the Indian Railways and DMRC have to cancel their contracts which was already entered into between the parties. Having regard to these facts, the interim stay granted by this court is extended for a period of another two week. Meanwhile, the Bhure Lal Committee may hear the Indian Railways, DMRC and also the applicants before this Court. Learned counsel appearing for the applicants should give details/indicate the person who intend to appear before the Bhure Lal Committee to the registry and the registry will supply such list to Bhure Lal Committee. Meanwhile, there shall not be any new contracts or renewal of contracts or fresh hoardings contrary to the report given policy adopted by the Bhure Lal Committee."

Based on the direction, EPCA has reviewed the policy and made modifications. The final policy is as under.

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## The Delhi Outdoor Advertising Policy 2008

### 1. The basis of the policy

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#### 1.1 Ensuring road safety

The policy is based upon a careful review of global studies on the safety of hoardings. The premise of the policy is that all hoardings are not hazardous, but clearly hoardings on roads, visible to traffic, are potential dangers to drivers. It is for this reason that the outdoor advertising policy has given careful and high consideration to issues of road safety. This requires the policy to consider the location, design, size or type of sign along the arterial routes, where the potential for conflicts with traffic safety is highest. It also requires enforcement measures to ensure that structures adhere to these stipulations.

To finalise the policy, the studies cited by advertisement concessionaires, in support of their contention that there is no correlation between outdoor advertisement structures and accidents have also been reviewed. The two studies most cited are by the Delhi based School of Planning and Architecture and the Kolkata based Centre for Advance Research on Transportation (CART). It is clear from studies done across the world that there is substantial concern regarding the correlation between the distraction caused by the outdoor advertisements and driving. The studies state that it is not possible to correlate the danger to the specific accidents caused in the city, partly because drivers fear losing their insurance claim and partly because data does not exist in accident records, which tracks the correlation.

In this matter, the Delhi Police has also stated its position. Its concern is driven by safety of road users and based on this the agency has stressed that:

- a. No advertising device has to be placed anywhere under any category which will obstruct free movement of road users;
- b. The distance between two advertisement devices should not be less than 100 m on highways and main city roads.

The policy is premised on the fact that while outdoor advertisements do bring revenue to the city, any city-based policy must be driven by considerations of safety and aesthetics.

#### **Review: Safety and hoardings**

The Australian government's Report of the Road Safety Committee on the Inquiry into Driver Distraction makes it clear that visual clutter impacts driver safety. It also quotes that a motor insurance company observed from their investigations that the clutter of road signs and advertising accounted for a number of crashes.

A global review and analysis of different studies done by B Wallace, a UK based researcher found the following:

- a. The effect is real. However, it is situation-specific. Many billboards and signs may have no measurable impact on road safety, but there is overwhelming evidence that, at least in some situations, signs and billboards can be a threat to road safety.
- b. Almost all studies agree that too much 'visual clutter' at or near intersections and junctions can interfere with drivers' visual search strategies and lead to accidents.

Two recent Indian studies do not find any correlation between road safety and outdoor hoardings. However, a careful review of the two studies finds serious flaws in their research methodology and resultant conclusions. The study done by the School of Planning and Architecture, New Delhi has only reviewed global studies that found no connection or studies whose results were inconclusive. It ignores in its review the numerous studies (available easily) that have found such correlations. It also ignores the basic issue raised by international studies that even if the driver does not cite a correlation between the hoarding and his or her distraction, it

cannot be negated. The School of Planning study uses police data to prove that there is no correlation between the two. However it does not clarify if the police are required to question (as part of their questionnaire) the drivers, to find out if they were influenced by roadside signs, when the accident occurred. And even if they were, would the driver admit to the police because of legal and insurance claim issues.

The Calcutta study was commissioned Selvel advertising limited, which has major stakes in the business. This study is also found wanting in its methodology. For instance, its conclusions have been drawn on the basis that accidents were mostly caused by negligence and carelessness of drivers, passengers and pedestrians. However, the possibility that hoardings may have led to the negligence in the first place (distraction, moving signs) is not questioned. This is in spite of many previous studies that found such links, notably ones, which found an increase in accidents at/near 'visually cluttered' junctions. The study also draws on accident related data collected by the police. But it gives little cognizance to the fact that police questionnaire does not have a provision specific to the hoarding-accident linkage.

However, it is now more widely held that any policy for outdoor hoarding must not negate the safety of road users and in fact, it must be driven by the concern for road safety.

For instance, the 2004 report on the effects of roadside advertisements on road safety by the Finnish Road Administration concluded that advertisements were a partial cause of the fatal accidents studied. While in some cases, the advertisements distracted road users because they were wrongly placed and so affected visibility, in other cases, even while the advertisement was correctly placed it was considered a partial cause. The paper concludes that the advertisements along main roads distract the detection of traffic signs and possibly also other objects relevant to the driver's task.

Even more important is the 2008 study from the University of Hull in the UK as in this case the investigators have actually conducted experiments to check the impact of distraction on drivers. In this experiment, volunteers had to drive as per instructions and were distracted by objects such as advertising hoardings. The 54 volunteers were asked to take turns through four levels of distraction: "no load" involved no distraction, 'low load' had three distractions, 'high load' six and 'overload, nine. The results showed an increase in the reaction time of 100 millisecond between areas categorized as 'no load' and 'overload'. This is equivalent to around an extra meter and a half in stopping distance. This, researchers said, was equivalent of a busy city centre, and concluded that "too much visual information in the form of advertising and signage has an effect on reaction times – the more distractions there are the slower the reaction time of the driver. It goes on to say, "we should be aware that the plethora of advertising at roadsides and signage may be contributing to road accidents."

## 1.2 Working for city aesthetics

The global review has noted that there are a significant number of cities, which discourage the use of large hoarding within the city. Hoardings are preferred in highways or if these large billboards are allowed within the city limit, then these are restricted to business or already commercial districts and areas. In Delhi, the Urban Arts Commission, the agency mandated with overseeing issues connected to city aesthetics has also made it clear that it wants to ensure against visual clutter. The Commission's guidelines for outdoor advertisements is based on this premise.

The Delhi city policy for outdoor advertisements has been based on the emerging global practices as well as the need to maintain the character of the city.

The policy is premised on the basis that advertisements are promoted primarily in parts of the city, which are commercial in nature: business, industrial and shopping districts and discouraged in residential areas and urban freeways.

### Changing global practices

It is also clear that cities across the world are learning the need to balance city aesthetics with revenues that they earn through advertisements, often the hard way. It is reported that Beijing, in its readiness for the Olympics has decided to remove all hoarding within the city. Its officials say this is being done to "to sanitize the city's image cranes have dismantled many of the 90-odd billboards lining the city roads." An advertising

ban has been extended across most of the city. *City officials want to prevent Beijing from becoming one very big Times Square.* Now billboards are to be allowed only along the fifth ring road encircling the city – many miles away from the city centre.

Similarly, Arnold Schwarzenegger, as governor of California is insisting on strict regulation of outdoor advertisements. The state's outdoor advertising act 2005 is, he says, intended to protect public investment in highways, to promote the safety and recreational value of public travel, and to preserve natural beauty.

In many cities of UK, local councils have removed hoardings, which they say leads to improving the visual environment and image. These cities say that the objective of the outdoor advertising policy is "to seek the enhancement of the physical character and visual appearance of the city." These cities argue that 'promotion signs' – hoarding which advertise products – can significantly add to the visual clutter in a locality and so are not encouraged. In other cities the outdoor advertisement policy is designed to discourage the proliferation of signs along major transport routes, including roadways and railways. Given this objective, these cities say that major promotion signs are "generally inconsistent with their image" and are generally discouraged.

The city of Sydney in its policy for outdoor advertising says the objective is to "reduce the number of large and freestanding billboard signs in the city." Sydney and many other cities argue that commercial signs (hoardings) are only necessary when they are important to the amenity of the city. Therefore, under policy, advertising hoardings are 'discouraged' and only permitted based on the following criterion:

- a. If they support the commercial viability of a significant building tenant
- b. If they advertise a civic/community event involving the city
- c. If they can be considered as public art
- d. If the cumulative impact of the signs does not give rise to visual clutter.

## **2. Guiding principles: Outdoor Advertising Policy 2008**

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The guiding principles of the Outdoor Advertising Policy are as follows:

1. The policy for outdoor advertising is driven, not by revenue imperatives, but by city development imperatives. Therefore, in its implementation, it will be clear that outdoor hoardings are permitted only if they are not a road safety hazard or if they support the city's public service development and enhance its aesthetics.
2. The policy will explicitly work to discourage visual clutter. This will be done by increasing the space between the billboards and in restricting large billboards to select areas of the city, like its commercial hubs.
3. The policy is designed to ensure that outdoor advertising is not hazardous to traffic. It will assume that there is a significant correlation between road safety and distraction because of roadside billboards, visible to the drivers. This will be done by allowing large size billboards only after significant distance from the traffic junctions and intersections, by providing significant space between the two billboards on roads, by completely banning billboards on pedestrian walkways and in placing billboards at significant distance from the right of way of any road.
4. In addition, large size billboards will be completely banned on major city arterial roads, like the ring road. The list of roads will be decided jointly between the MCD and the traffic police.
5. The policy will actively promote the large size billboards in commercial areas (defined as metropolitan city centre, district centre/sub central business district, community centre/local shopping centre/convenience shopping centre in the master plan) of the city. In this case, the agency will work to maximize the revenue gains, which can be used for city development.

6. The policy will promote the use of advertising in what is commonly known as street furniture. These are devices placed on public service amenities of the city like railway carriages, buses, metro trains, commercial passenger vehicles, bus shelters, metro shelters, public toilets and public garbage facilities, to name a few. This is done to improve the revenue viability of these public provisions. But it will be noted that the use of advertising space is not the primary function of the utility, it is its supporting function. Therefore, the city agency will ensure that the placement of the public utility is done keeping in mind its public purpose, not its advertising viability. In addition, the agency will ensure that the primary function of the "street furniture" is being maintained and if not then suitable punitive action must be taken against the advertising concessionaire.
7. The policy is judicious in ensuring that there is a differentiation between the use of commercial advertising and private advertising, where signage is used to identify the location of the owner of the building or the space within the building. The policy will do this by laying down clear lists of what is allowed and what is completely disallowed to guide members of the public.

### **3. Role of Municipal Bodies (MCD/ NDMC)**

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In the areas controlled by MCD outdoor advertisement devices visible to the public, are governed by provisions of section 142 to 146 of the Delhi Municipal Act. As per the provisions of the DMC Act, prior permission of the Commissioner is needed to display any advertisement to public view.

"Prohibition of erection, exhibition, fixation, retention or display of advertisement without written permission of the Commissioner — No person shall erect, exhibit, fix or retain or over any land, building, wall, hoarding, frame, post, kiosk/Bill Board (to be displayed on electric pole) or structure or upon or in any vehicle, any advertisement or display any advertisement to public view in any manner whatsoever in any place within the jurisdiction of the Corporation without the prior written permission of the Commissioner."

MCD is also responsible to collect taxes by section 142 of the DMC Act, from every person who displays any advertisement to public view in any what so manner visible from a public street or public place, with some exceptions as laid down in the Act.

MCD keeps a check on unauthorized and illegal outdoor advertising and has the powers to remove or prohibit the display of any such advertising. MCD can take punitive action against the violators by imposing a fine or imprisonment.

Section 143 of DMC Act: "Whenever any advertisement is displayed in contravention of section 143 of the DMC Act, the same is actionable as per provisions of Section 146 and 461 of the DMC Act. The MCD has the authority to either give direction to the owner of property to dismantle, remove, spoil, deface or screen any unauthorized and illegal advertisement or MCD itself can take similar action."

No person except licensed or registered advertisers or agencies is allowed to undertake the display of advertisement on behalf of others. Persons or agencies who undertake the display of advertisement, enroll themselves as licensed or registered advertisers with the Corporation and furnish in this regard the required information, documents, surety, as may be determined by the Commissioner.

The approval on placement or location of any advertisement visible from public place, their sizes etc are all provided by MCD. MCD can alter, re-position or remove any hoarding as per the powers

vested in them. The Commissioners directions are final and binding on all outdoor-advertisers. Similar provisions exist in The New Delhi Municipal Act 1994.

#### **4. General permission criteria for advertising devices**

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##### **4.1 Outdoor advertising and road safety criteria**

Roadside Advertising Devices are one of the many stimuli confronting road users. Cognitive assessment of roadside objects or devices becomes more difficult as the level of drivers attention, distraction and decision making is increased.

The permission criteria for the display of advertising devices are intended to ensure that a high level of safety for road users is maintained and traffic efficiency is assured.

An advertising device may be considered a traffic hazard

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

The traffic hazard potential of an advertising device varies depending on its size, location, luminance and background. The hazard generally diminishes the further the device is away from the road.

As per the policy 2008 below the advertisement devices have been categorized:

Category 1: Large-format advertisements, mainly fixed on billboards/unipoles and bridge and flyover panels;

Category 2: Advertisements mounted on public amenities, like public toilets, garbage collection points etc;

Category 3: Fleets and transport related infrastructure;

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

The application of control on physical characteristics is intended to minimize the level of driver distraction.

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

- Advertising Devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign.
- The Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

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- Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light/s,
- 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 2300 hours (11pm) and sunrise by automatic timing devices.
- Non-static illuminated Advertising Devices (flashing lights) are not permitted within the boundaries of municipal roads.
- Moving, rotating or variable message Advertising Devices are not permitted within the boundaries of MCD-controlled roads as these cause a statistically significant distractive influence on motorist's response times to external stimuli.
- This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management or for displaying other corporate information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.

#### 4.2 Outdoor hoarding and their content criteria

The policy will rely upon self-regulatory controls within the advertising industry to enforce minimum advertising standards. Notwithstanding this approach, the city agencies may take action to modify or remove any Advertising Device that contravene the Advertising Industry's Code of Ethics, (refer List of Negative Advertisements) or that otherwise causes a traffic hazard.

List of negative advertisements
• 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 overtone
• Advertisement depicting cruelty to animals
• Advertisement depicting any nation or institution in poor light
• Advertisement casting aspersion of any brand or person
• Advertisement banned by the Advertisement Council of India or by law
• Advertisement glorifying violence
• Destructive devices and explosives depicting items
• Lottery tickets, sweepstakes entries and slot machines related advertisements
• Any psychedelic, laser or moving displays
• Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.)
• Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully

harassing
<ul style="list-style-type: none"> <li>• 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</li> </ul>
<ul style="list-style-type: none"> <li>• 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; or</li> </ul>
<ul style="list-style-type: none"> <li>• Any other items considered inappropriate by the municipal bodies.</li> </ul>

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 overlay intricate typefaces and have letters styles that are appropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.

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

#### 4.3 Outdoor advertising and structure criteria

Advertising Device structures including the foundations, for categories 1 and 2 devices, shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc and shall comply with relevant Indian structural design standards, codes of practice and the policy guidelines. The designs shall be certified by an experienced and practicing structural engineer and shall be submitted to the municipal body 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 colours that are consistent with, and enhance the surrounding area and will be compliant with the criteria for colours laid out earlier in this policy.

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

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

#### 4.4 Outdoor advertising devices 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 Department

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.

### Electricity from renewable energy sources

To promote conservation of electricity, it is important that the illumination at all outdoor advertising devices shall draw from power from alternate renewable resources like solar power. To promote the use of alternative energy, advertisers and licensee of the advertising devices shall be given a 1/3 (one third) rebate on monthly licensee fee. This would also help in reducing the licensee cost for paying for consumption of electrical power from Discoms.

### 4.5 Outdoor advertising and conservation areas

There are certain areas where advertising may be inappropriate due to the nature of the surrounding area. Under this policy advertising will not be allowed in the the following areas:

- National Parks, district forests and water bodies in it
- Historical monuments, cremation grounds, graveyards and ruins
- World Heritage areas
- Areas classified as remnant endangered regional ecosystems
- All religious places, like 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-by-case basis by the MCD/NDMC in consultation with the relevant authorities; namely the Delhi Urban Arts Commission, the Delhi police and other responsible agencies.

## 5. Summary of permissibility of different category of advertising devices

5.1 Summary for Category-1 Devices			
S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
1.1	Billboards/ Unipoles/ Bipoles		
i	Industrial area	Permitted	
ii	Commercial area	Permitted	
iii	Recreational areas	Permitted	
iv	Crematoriums and Burial grounds		Not permitted
v	Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc	Permitted	
vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.		Not permitted
vii	Outside city limit	Permitted	
viii	On rooftops of residences		Not permitted

ix	On mobile vans for purposes of advertising		Not permitted
1.2	Trivision		Not permitted
1.3	Railway Bridge panels	Permitted	
1.4	Flyover panels	Permitted	
1.5	Building wraps		
I	Commercial area	Permitted	
li	Recreational areas	Permitted	
lii	Other areas like residential area, industrial, institutional, heritage, monument etc including mixed land use areas.		Not Permitted

## 5.2 Summary for Category-2 Devices

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
2.1	Public amenity mounted devices: garbage and toilet facilities	Permitted	
2.2	Devices Mounted on Service oriented facility	Permitted	
2.3	Devices mounted on Roadside kiosks	Permitted	
2.4	Devices along with Information for public	Permitted	
2.5	Devices mounted on Public assistance facility	Permitted	
2.6	Pier or pylon mounted device		
I	Flyover columns	Permitted	
li	Metro columns	Permitted	
lii	Others		Not Permitted
2.7	Pole Kiosk	Permitted	
2.8	Protection screen/ Nallah culvert advertising devices	Permitted	
2.9	Informal advertising display board		
I	Residential area	Permitted	
li	Commercial area	Permitted	
lii	Recreational areas	Permitted	
lv	Public parks, gardens etc	Permitted	
V	Premises of Public buildings	Permitted	
Vi	Other areas along side road		Not Permitted

2.10	Vehicular Mounted Devices: Bus advertising – private and public		
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		Not permitted

### 5.3 Summary for Category-3

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

### 5.4 Summary for Category-4

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
4.1	Fascia Sign for self advertising	Permitted	
4.2	Awning Sign for self advertising	Permitted	
4.3	Projected sign for self advertising	Permitted	
	Installed on Building ht not exceeding 18m	Permitted	
	Installed on Building ht not exceeding 36m	Permitted	
	Installed on Building ht exceeding 36m	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	

## 6. Specific conditions for different category of advertising devices

### 6.1 Specific conditions: Category 1

S. No.	Type	General description	Description of device	Specific parameters			
				Length	Width	Max Height	Min Ground Clearance
1.1	Category-one	Large format outdoor advertising device	Billboards/Unipole	6m	3m	8m 14m for Railways* (*Not permitted in NDMC areas)	2.5m
1.2			Trivision	NA	NA	NA	NA
1.3			Railway Bridge panels	18m	3m	-	-
1.4			Flyover Panels	18m	3m	-	-

### 6.1 a Specific Permission Criteria: Category 1

a.	Lateral placement	<ul style="list-style-type: none"> <li>Not permitted in medians.</li> <li>Not permitted on traffic islands and where carriageways diverge.</li> <li>Not permitted on footpaths.</li> <li>Where the footpath does not exist the outdoor advertising device shall not be permitted within 3 metres of existing road as measured from the end of the road (right of way) and not its middle.</li> <li>Where footpath exists, the outdoor advertising device shall be permitted 3 metres after the footpath as measured from the outer edge of the footpath.</li> </ul>
b.	Longitudinal Placement	<ul style="list-style-type: none"> <li>Not permitted within 75 m of any road junction, traffic intersection or another crossing. The distance will be measured from the edge of the road and not the centre of the road junction, traffic inter-section or the crossing.</li> <li>Not permitted within 75 m of any traffic signboard erected for the regulation of traffic.</li> <li>Not permitted if any such form as will obstruct the path of pedestrians and hinder their visibility at crossings.</li> <li>Not permitted if in any manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic.</li> <li>Not permitted within a round-about of diameter less than 100m as measured from the outer width of the round-about.</li> </ul>
c.	Other placements	<ul style="list-style-type: none"> <li>In NDMC areas, unipoles will not be allowed along railway bridges</li> <li>In NDMC areas, no large size (category 1) billboards will be allowed, other than those billboards which substantially support social and charitable activities in the discretion of the NDMC.</li> <li>In major arterial roads of the city, like Ring Road, with high traffic volumes and designed to promote speed of movement (without intersections), large size hoardings (category 1) will not be permitted. The decision on adding roads will be taken jointly with the Delhi Traffic Police and the MCD.</li> <li>The locations where large format outdoor devices are placed along the sides of the railway bridge, flyover than maximum height of the device from the road level shall be measured clearly from the top of flyover and centre of the flyover.</li> <li>Building wrap or large format advertisement (6mx3m) will be permitted strictly in commercial areas.</li> <li>Not permitted in residential areas</li> <li>Not permitted within 75 m of another Category 1 device.</li> <li>Not permitted within 75 m of Category 1 and Category 2 devices.</li> </ul>

**6.2 Specific conditions and provisions: Category 2**

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.1		Public amenity mounted devices: garbage and toilet facilities	--	--	Up to 18 sq m	--	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: kiosk outside colony to facilitate payment of bills/etc (G2C kiosk)	3m	3m	The unit will be allowed to display up to 3 panels, each not more than 3mx3m		<p>The activities of the amenity shall not spillover 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 and as per the terms of the agreement.</p> <p>Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around the facility.</p> <p>General illumination required for the functioning of the facility shall be provided and maintained by the Advertiser.</p> <p>Allotment will be made through tender system or through other transparent system as laid down by the corporation.</p> <p>The space required for group/queue formation wherever applicable in front of the facility shall be included in the setback from the adjoining curb line or any adjoining structure or site features.</p> <p>Malls should only be allowed to display advertisement devices pertaining to the product they are selling or trading in. Such roadside kiosks should not become the center of publicity for others.</p> <p>No advertising shall be permitted till the facility is completely operational. An "Out Of Service" sign shall be placed on the facility in case of the facility becoming non-operative on account of a fault, repair or routine maintenance.</p> <p>All defunct or non-operational facilities shall not be allowed to advertise any advertisement.</p> <p>Allotment system shall be developed for the allotment of kiosks, shops &amp; booths etc.</p>
2.3		Devices mounted on road side kiosks; Tea/Cold Drink Kiosk/Fruit			<2.25sqm		A strict control shall be maintained on the timing of operation of the facility or service and the same shall be displayed appropriately on the facility interface.

		juice, Snack bar, Florist, Paan, cigarette, kiosk, puncture repair, Kiosk for barber cobbler, milk booth etc.					
2.4.		Devices along with information for public: city maps, colony maps etc			<2.25sqm		
2.5		Devices mounted on public assistance facility: police assistance, traffic police assistance, tourist assistance			<2.25sqm		
2.6		Pier or pylon mounted device: Road flyover pylons, metro pillar etc.	0.76m	0.1m	Not exceeding 0.91 sqm	1.2 m	<ul style="list-style-type: none"> <li>• Surface mounted device shall be permitted only in the landscaped area under the Viaduct or Flyover and shall not spillover to the roads footpaths or to the top.</li> <li>• No Pier surface mounted device shall be permitted on the pier abutting a traffic intersection.</li> <li>• 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.</li> <li>• 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.</li> <li>• In case of their being more than one Pier per bay as in the case of Flyovers, maximum of two Surface mounted device shall be permitted per bay preferably on the outer road-side piers.</li> <li>• 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.</li> <li>• 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.</li> </ul>
2.7		Pole Kiosk: others	0.76	0.1m	Not exceeding 0.91sqm	1.2m	<ul style="list-style-type: none"> <li>• Shall not exceed 0.91 sqm in sign area and shall only be displayed in portrait format.</li> <li>• Under no circumstances shall a sign project beyond 0.1m from the face of the pole on which it is mounted.</li> <li>• Sign shall not be placed so as to obstruct pedestrian movement or view of the traffic (in case where sign is placed on the median of the road) or pedestrians (where sign is placed over a pedestrian walkway).</li> <li>• The commercial advertising sign attached to Pole Kiosk shall be non reflective in nature.</li> </ul>

							<ul style="list-style-type: none"> <li>• The top of a sign shall be at least 2 m below any light fixture and the bottom of such poster not less than 3.0 m above the ground level.</li> <li>• Sign shall not cover any Mandatory/ Cautionary signs or the cover plates on street lamp pole</li> <li>• Sign shall not be displayed on the first three street lamp poles from any intersection or traffic light.</li> <li>• Only one sign structure (single frame containing one or two back to back posters) is permitted per street lamp pole.</li> <li>• 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.</li> <li>• The material of the poster can be paper (large size printed paper) or stretched vinyl sheet.</li> <li>• No projection, cutout on the pole kiosk is permitted.</li> </ul>
2.4		Protection screen/nallah culvert advertising devices	1.2m	1.8m		0.75m	<ul style="list-style-type: none"> <li>• Permitted only on road-facing side.</li> <li>• 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.</li> <li>• The advertising sign shall in no case project above the top of the edge of the protection screen.</li> <li>• 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.</li> </ul>
2.5		Informal advertising display board	2.5m	1.2m	<3 sqm	1.2m	<ul style="list-style-type: none"> <li>• As per the policy of NDMC 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.</li> <li>• As per the policy of MCD, informal advertising devices should be restricted to the specific site / wall as may be provided by the MCD 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 allowed beyond the stipulated area.</li> <li>• In MCD area the billboard/poster will be allowed for a maximum period of 1 week.</li> </ul>
2.6		Vehicular Mounted Devices: Bus advertising- Private and public					<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Advertising devices (including LCD mounted screens) will be allowed inside the public utility vehicle.</li> <li>• Bus Advertising devices shall not interfere in anyway with the mandatory vehicle signs such as purpose of the bus service, number plate, etc.</li> </ul>
2.7		Vehicular Mounted Devices: Metro trains					<ul style="list-style-type: none"> <li>• Metro Rails or The City Rails running within the city limits can use the entire exterior body of the rail wagon for the purpose of advertisement.</li> </ul>

		City rails					
2.8		Vehicular Mounted Devices: Delivery and service vehicle advertising	Na	Na	Na	Na	<ul style="list-style-type: none"> <li>Area for Advertisement/ name/logo shall not exceed 50% of the surface area on each side of the vehicle.</li> <li>Separate application for separate delivery vehicle, with detail of registration number etc</li> <li>Taking clearance from Delhi Traffic police and RTO etc shall be the responsibility of advertiser.</li> <li>The delivery vehicles shall only be permitted to advertise the own product / service offered/carried by the company/owner.</li> </ul>
2.9		Taxi and intermediate public transport like auto rickshaw and radio taxis					<ul style="list-style-type: none"> <li>Area for Advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle.</li> <li>Separate application for separate taxi, with detail of registration number etc</li> <li>No animation or movement in any form shall be permitted on taxi advertising</li> <li>Taking clearance from Delhi Traffic police and RTO etc shall be the responsibility of advertiser, and the conditions set by them shall be followed</li> </ul>
2.10		Mobile vehicle for purposes for advertising: Not permitted	NA	NA	NA	NA	
2.11		Air Borne devices (only permitted for social messages)	--	--	--	19.5m	<ul style="list-style-type: none"> <li>Air borne devices will be exclusively for social messages.</li> <li>The Air Borne Device shall, be erected, fixed and secured in accordance with the specified guidelines as per MCD offer letter/ contract/ agreement</li> <li>The gas used in inflating the balloon shall not be hazardous or flammable.</li> <li>No other smaller balloons shall be attached to the balloon or its supporting or secure lines.</li> <li>Air Borne Device not be permitted in the air funnel area.</li> <li>As per NDMC the air-bone advertising devices may be permitted in central vista area &amp; at Central park, Connaught Place with prior approval of Chairperson, NDMC.</li> </ul>

### 6.2 a Specific Permission Criteria: Category 2

a.	Lateral placement	<ul style="list-style-type: none"> <li>Not permitted in road medians excluding Pole Kiosks.</li> <li>Not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible</li> <li>Not permitted within the pedestrian footpath and if any part of device is projected in the right of way</li> <li>A minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc.</li> </ul>
b.	Longitudinal Placement	<ul style="list-style-type: none"> <li>The distance shall be maintained as per the specific contract clauses as mentioned by MCD while inviting tenders and proposals</li> <li>Any deviation from the clause shall be approved by the MCD Commissioner</li> <li>For devices mentioned under 2.1 for amenities, the location shall be such that it does not result in inappropriate stopping or parking of vehicles on roads.</li> <li>A minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc.</li> <li>Unless specified, the principle of lateral and longitudinal placement will be applicable to category 1 device only.</li> </ul>

6.3 Specific conditions: Category 3								
S. No.	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.1		Bus Shelter and Bus Depot	As per MCD/NDMC and DTC approval	<ul style="list-style-type: none"> <li>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.</li> <li>The advertisement can either be backlit or nonlit, front lighting with additional projected brackets etc. shall not be permitted.</li> <li>The advertisement devices shall not project outside the roof top boundary.</li> <li>Non-static illumination, neons, changing LEDs, changing of illumination colour, flashing lights etc. are not permitted.</li> <li>A minimum specified gap of 1500mm must be maintained between the bus shelter and the site features like trees/shrubs, pavement curbs, boundary/building walls, electrical poles, etc.</li> <li>Since a BQS would only be erected at a site where it is not a traffic hazard, the advertisement on the BQS should be excluded from the various conditions of minimum distances from road junction, etc.</li> <li>The content of advertisement will be governed as per the general advertisement policy.</li> </ul>				
		<p><b>Specific permission criteria for Bus shelter</b></p> <ul style="list-style-type: none"> <li>Any Advertising Device attached to a passenger transport shelter or a seat requires relevant DTC and MCD/NDMC approval.</li> <li>Sponsorship arrangements for the supply of infrastructure may be managed by MCD and DTC subject to keeping in considerations the interest of both.</li> <li>Where new infrastructure is to be installed on a municipal road, the department shall be consulted by DTC and the advertiser (BOT or Swiss Challenge system) early in the planning phase.</li> <li>The proponent shall provide evidence of a public liability policy of insurance and must provide indemnity for all such installations.</li> <li>The bus shelters shall be provided with a city map of the neighbourhood area close to bus stop, the map shall be provided on the side panels for the commuter to read easily.</li> </ul>						
3.2		Parking						<ul style="list-style-type: none"> <li>No part of the parking advertising device shall project into the public right of way.</li> <li>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 Authorised Parking Lots in a manner as to not</li> </ul>

								<p>interfere with vehicular or pedestrian movement into and out of the facility.</p> <ul style="list-style-type: none"> <li>• Advertising Sign face/ of the Free Standing advertising devices in parking area shall be oriented inwards facing the parking bays.</li> <li>• 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.</li> <li>• Minimum distance to be maintained shall not be less than 1.5m.</li> <li>• No Free Standing advertising device on any parking location shall be permitted abutting the periphery of the following             <ul style="list-style-type: none"> <li>o Access road passing in front of the Parking Lot / filling station</li> <li>o Shopping Arcade/ Precincts.</li> <li>o Access roads/ lane leading to another facility beyond</li> <li>o Any other built or open landmark.</li> </ul> </li> <li>• The power supply shall be as per mentioned in general permission criteria</li> <li>• System of state parking may be introduced which may be supported by the finances being accrued from the advertisement displayed on the stacks.</li> </ul>
		Parking (Two display boards)			Up to 18 sq m			<ul style="list-style-type: none"> <li>• Two display boards of the size 40ft x 8ft each shall be permissible in each parking site.</li> <li>• The boards will contain advertisement at first half portion (20ft x 8ft) &amp; parking rates prescribed by the MCD at the other half portion.</li> </ul>
		Two sides of Khokha			Up to 18 sq m			<ul style="list-style-type: none"> <li>• 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.</li> </ul>
		Parking tickets and uniforms	As per MCD approval	<ul style="list-style-type: none"> <li>• The parking tickets shall contain MCD hologram on the front side with rates of parking fee &amp; advertisement on the reverse side.</li> <li>• There will be uniformity in the parking tickets in all MCD authorised parking areas</li> </ul>				

		<b>Specific permission criteria for parking</b> 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 MCD 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.						
3.3	Landscape Advertising device							<ul style="list-style-type: none"> <li>• All Landscape advertising devices shall be located only at designated locations as approved by MCD.</li> <li>• All Landscape advertising devices shall be adequately maintained to assure continued readability of the message.</li> <li>• Advertiser shall be responsible for suitable upkeep and maintenance and pruning of vegetation surrounding the Landscape advertising devices such as shrubs etc. to enable visibility of the advertisement.</li> <li>• No Landscape advertising devices shall project beyond the assigned surface on which it is fixed.</li> <li>• Advertiser shall be responsible for all landscaping related work including planting, daily maintenance and watering etc.</li> <li>• Permission should be given to the empaneled landscaper. The requirement of the landscape advertising for the specific zone must be led down.</li> </ul>
	Fence Advertising devices	1.5m	<0.3m including base	2.25sq m	1.5m	As per MCD approval	<ul style="list-style-type: none"> <li>• The Fence Advertising Signs shall be Advertising Plates measuring 0.2sqm in area</li> <li>• The fence over which Sign is fixed shall consist of fence modules of specified design. In case of locations where the fence modules are not already in place the same shall be designed and approved by the Concerned Authority.</li> <li>• The signs shall be fixed on the outer face of the fence parallel to the direction of the traffic flow.</li> <li>• The sign shall be permitted on every alternate fence module maintaining a minimum interval of 3m centre to centre between any two signs.</li> <li>• The sign shall be centered and aligned to the centre of the fence module horizontally</li> <li>• The total number of fence advertising signs appearing on a particular fence shall depend on the design and length of the fence.</li> <li>• The fence shall be covered with green cover such as creepers etc. to the maximum extent possible planted from within.</li> <li>• No illumination in any form shall be permitted on the fence advertising sign.</li> <li>• All fence advertising sign shall be non-</li> </ul>	

									reflective in nature. No retro-reflective, reflective film or paint shall be used on fence."
		Devices mounted on tree guards	0.3m	0.3m	0.09sq m	The device shall be integral part of tree guard	As per MCD approval		<ul style="list-style-type: none"> <li>Signs shall be square advertising plates measuring 0.3m x 0.3m.</li> <li>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 MCD.</li> <li>The Tree Guards advertising sign attached to Tree Guard shall be non reflective in nature.</li> <li>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.</li> <li>No illumination in any form shall- be permitted on the Tree Guards advertising sign.</li> <li>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.</li> <li>Permission should be granted in a transparent manner</li> </ul>
3.4		Traffic barricading	0.6m	0.3m			Mounted on traffic barricading		<ul style="list-style-type: none"> <li>Signs shall be advertising plates measuring 0.6mx0.3m</li> <li>Advertising sign shall be an integral part of the design.</li> <li>The advertising sign attached to the barricading can be reflective in nature.</li> </ul>

#### 6.4 Specific conditions: Category 4

S. No.	Type	Description of device	Specific parameters					General conditions
			Length	Width	Area	Max Height	Min ground clearance	
4.1		On premises signs and miscellaneous sign. "Fascia Sign: For self advertising only	Na	0.3m		<0.9m	2.5m	<ul style="list-style-type: none"> <li>All Fascia signs shall conform (should not exceed) to a maximum height of 0.9m.</li> <li>No part of any such sign shall extend above the top level of the wall upon or in front of which it is situated</li> <li>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.</li> <li>Within the enclosed corridors or verandah like in location,</li> </ul>

									<p>the fascia sign must follow the datum line coinciding with the top of the shop/ business opening.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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).</li> <li>• One additional sign is permitted for each business establishment having a rear, or side building face with a public entrance.</li> <li>• One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot.</li> <li>• 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.</li> <li>• Flashing and Mechanical Movement graphics are not permitted. Excessive or Special illumination schemes, both on &amp; within buildings (including windows &amp; doorways) and sites shall not be permitted. Illuminated &amp; animated signs are not to detract from the architecture of the supporting building during the daytime.</li> <li>• The advertiser shall be only be permitted to advertise the product/service/ organisation name/logo that is being offered from the facility. No surrogate advertising shall be permitted on fascia sign.</li> </ul>
4.2		On premises signs. Awning Sign:		<2m	<1m	<2sqm	As approved by	2.7m	<ul style="list-style-type: none"> <li>• A sign shall be fixed at right angles to the street line.</li> <li>• Where enterprise facades</li> </ul>

						MCD		<p>exceed 20m in length, more than one sign may be allowed, spaced at a minimum of 6m intervals.</p> <ul style="list-style-type: none"> <li>• Self-illuminated Awning Signs are not permitted.</li> <li>• 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.</li> <li>• No Under-awning sign shall exceed a vertical dimension of 600mm and a horizontal dimension of 900 mm</li> <li>• No Under-awning sign shall extend above, below or beyond any extremity of a parapet wall, balustrade, railing, beam or fascia.</li> <li>• 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.</li> </ul>
4.3		Projected sign: for self advertising only						<ul style="list-style-type: none"> <li>• Maximum height of letters: not exceeding 250mm when horizontally aligned; not exceeding 400mm when vertically aligned to the sign.</li> <li>• Maximum height of logo shall not exceed 750mm within the sign surface.</li> <li>• In no case shall any projecting sign be attached to a lamppost, traffic sign or any vertical structure other than the shop front where the business or service is practiced.</li> <li>• In no case, shall any projecting sign be attached to a heritage building, educational facilities, and buildings that house government offices.</li> <li>• For the NDMC areas - NDMC is not in favor of permitting separate signages for each business on the outside wall of a multi-storied building.</li> </ul>
		Installed on Building ht not exceeding 18m					>2.5m but <9m	<ul style="list-style-type: none"> <li>• Projecting signs overhanging public land must have a minimum clearance of 2.5 meters above ground level (or a footpath).</li> <li>• No projection of the signage or any part of its supports or frame- work shall project more than 1 m beyond the building.</li> </ul>

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

									<p>the visibility of other authorized signs.</p> <ul style="list-style-type: none"> <li>• Be permitted only during trading hours.</li> <li>• 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.</li> <li>• Footway signs shall relate only to the business or product that may be obtained on the premises.</li> </ul>
4.5		Real estate sign: for self advertising only		Na	Na	<2sqm	1m	na	<ul style="list-style-type: none"> <li>• A Real estate Sign shall be erected to advertise the sale/rent or lease of property upon which the sign is placed.</li> <li>• All Real estate Sign shall be temporary in nature.</li> <li>• All Real estate Sign shall be non-illuminated.</li> <li>• 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.</li> <li>• A Real estate Sign shall be placed so as to not impede pedestrian or traffic now.</li> <li>• Real estate sign shall be limited to one sign per street face</li> <li>• The maximum size of Real estate Sign permitted shall not exceed 2 sqm (but not more than 1 sqm per side).</li> <li>• A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height.</li> </ul>
4.6		Welcome sign		Na	<3.85sqm	1.6m	Na		<p>The content of welcome sign must be approved by MCD commissioner</p>
4.7		Construction sign: For self advertising only		Na	Na	<4.4 sqm	3m	na	<ul style="list-style-type: none"> <li>• Under no circumstance shall a Construction Site sign be permitted prior to the issuance of first building permit.</li> <li>• A sign shall not be permitted unless there is direct access to that road from the property being advertised.</li> <li>• Signs shall be located as close as practicable next to, and parallel to, the property alignment.</li> <li>• A sign shall not interfere with any underground services.</li> <li>• No portion of a sign shall project over the carriageway or</li> </ul>

									<p>any surface used by motor vehicles.</p> <ul style="list-style-type: none"> <li>• The placement of the sign shall not cause a safety hazard to traffic (eg. vehicles, pedestrians and cyclists)</li> <li>• Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles.</li> <li>• One or more signs as per the guide, with a maximum area of 1 sqm, may be displayed per property.</li> </ul>
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**Permission criteria:**

All on premises advertising devices/ business/trade signs should be restricted to commercial areas and authorized business/trade establishments within institutional areas

- Under no circumstances shall On Premise Advertising Device be permitted in residential areas.
- Under no circumstances shall illuminated on premise signs be permitted to be in shops/commercial establishments facing residential areas on streets with width less than 12 meters.
- No sign shall be attached in any way to trees or shrubs.
- No Trade and Business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.
- On Premise Advertising Device in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings
- No On Premise Advertising Device shall be in any form or manner interferes with openings required for light and ventilation.
- Under no circumstances shall On Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/ openings.
- Non-illuminated transparent/translucent signs shall be permitted on transparent/ translucent external surfaces at any level.
- No trade and business sign shall be in any form or manner interfere with fire safety transit/exit space requirements and prescribed norms.
- All On Premise Advertising Device should under no circumstances reflect activity/activities other those undertaken within the premises.
- No sign shall contain additional advertising -promoting products or services other than approve use of the premises or site irrespective of whether that product or service is provided, sold or available on the site.
- All On Premise Advertising Device must have the compulsory required information as under:
  - Name of the trade and business
  - Shop/Premise number
- All On Premise Advertising Device must conform to the prevailing laws with regard to decency, decorum, social harmony etc.
- All the signs be visually interesting and exhibit a high level of design quality.
- All On Premise Advertising Device must conform to structural/ architectural discipline of the surface / edifice / building / open areas.
- The scale and location of a sign should be compatible not only with the building to which it is affixed but also take into consideration nearby buildings, streets and existing signs.
- Materials used and all On Premise Advertising Device should be non-polluting, fire resistant and injury proof.
- Any new sign shall consider existing signs on a building, site or adjoining streetscape to ensure that the sign does not give rise to visual All signs shall have a minimal projection from a building.
- The cabling and conduit should be concealed from view of the sign and any supporting structure from all angles, including visibility from the street level and nearby higher buildings and against the skyline.
- No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.
- Signs painted on or applied on the roof of a building are not permitted. Signs built and/or suspended from the roof at the roof level are also not permitted.
- The sign information should be kept to a minimum in the interest of both aesthetics and traffic safely.
- Where subordinate information is allowed, the name or use of the business shall be the dominant message on the sign- No supplementary (as in bylines, product specifications, selling propositions) and subordinate

information (addresses, telephone numbers, and other such details) which seeks the attention of drivers along vehicular stretches will be allowed as they present a traffic hazard.

- Sign should be non reflective such that they do not flash or glare at drivers on the streets. Signs should not use reflective surfaces as mirror foils etc as the use of such material are visually disruptive to traffic and can be hazardous to oncoming drivers.
- All permitted signs would attract levies payable as outlined by the MCD.

## **7. Implementation of the policy**

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### **7.1 Strategy for Authorized Existing Devices**

MCD had permitted and authorized the display of Outdoor advertising at various locations prior to drafting and actual implementation of the policy. There is a possibility that some of them may not be in accordance to the policy currently drawn, however deviation cannot be allowed in the overall concept and implementation of the guidelines, parameters, conditions as laid down in this guide. It is important for MCD to apply the policy uniformly all across Delhi so that there is a consistent, aesthetical, functional and safe outdoor advertising. However the caution has to be taken as many of the contracts and agreements that MCD would have signed with numerous authorized and registered advertisers. The sudden or abrupt termination of the contracts or agreements would lead to unnecessary legal hassles. The same shall at best be avoided and an understanding with the advertisers must be reached for relocation/removal of the Category-1 devices that are not in conformity with the policy 2008. It is suggested that whenever there is reallocation of an existing advertising device, the current advertiser should be given the option to accept or reject the reallocated site without any alteration in fee structure. In case he refuses to accept the offer, it may be put to tender or other method of selected the preferred bidder. The advertiser, however, will not be entitled to any compensation on account of shifting of the site due to adoption of new policy. The decision of the MCD Commissioner, however, on the same shall be final. MCD should remove all unauthorised hoardings from the city, which are being displayed without MCD permission.

### **7.2 Compliance, enforcement and removal of unauthorised advertising devices**

Any unauthorized and non-conforming device installed at any location, property, vehicle, bridge, building etc shall be removed. No leniency shall be shown towards any violator or unauthorized device. There will be strict adherence to policy 2008.

### **7.3 Legal Action**

Legal proceedings or the issue of an infringement letter may be undertaken for an unauthorized Advertising Device (in addition to removing the device). The unauthorised advertisement will be removed immediately, at the cost of the advertiser, for which no legal notice is required to be given. All legal action can be taken which falls in the jurisdiction of Delhi court. Action can be taken, apart from others provision under the West Bengal prevention of defacement of property act, 1976.

### **7.4 Arbitration**

Any controversy or dispute arising out of the permission granted to the advertiser, for display of advertisement in the MCD area shall be referred to sole arbitration of the Commissioner, MCD or any other officer nominated by him in this behalf either by himself or on party's request. There shall be no bar to the reference of dispute to the arbitrator or such officer as nominated by the Commissioner even if the said officer might have dealt with the matter is originally referred is transferred or vacates his office or is unable to act for any reason, the Commissioner, MCD shall be competent to appoint another person to act as an arbitrator, who shall be entitled to proceed with the reference from the stage at which it was left by his predecessor.

No person other than the one nominated by the Commissioner, MCD shall act as arbitrator. The decision of the Commissioner or the arbitrator nominated by him, shall be final and binding on the party(ies). The limitation for filing claims for arbitration is 90 days from the expiry of the contract

period and in case no claim is filed is filed within this period; it shall be presumed that there is no claim/dispute.

The party invoking the arbitration clause shall specify the dispute or disputes, to be referred to arbitration under this clause together with the amount or amounts claimed in respect of each dispute.

### **7.5 Jurisdiction**

All disputes shall be subject to the jurisdiction of the courts of Delhi only.

### **7.6 Indemnity**

A licensee/sign owner/applicant (licensee) shall be required to indemnify the MCD for the designated Advertising Device and activities located within the boundaries of MCD. The licensee shall indemnify the MCD against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the MCD which arise as a result of the installation of an Advertising Device. The licensee shall keep the MCD indemnified against all actions, proceedings, claims, demands, costs losses damages and expenses which may be brought against, or made upon, the MCD which might arise from the existence of such Advertising Device. The advertiser shall always be responsible for any injury or damage caused to or suffered by any person or property arising out of or relating to the display of device/ advertisement and the consequential claim shall be borne by the advertiser who will also indemnify and safeguard the MCD in respect of any such claim or claims

### **7.7 Insurance**

The Licensee shall provide evidence of public liability insurance for the following types of Advertising Devices and activities located within the boundaries of MCD.

- Category 1 Advertising Devices
- Category 2 Advertising Devices
- During the term and at its sole cost and expense, the licensee shall obtain and keep (in full force and effect in the joint names of the licensee and the MCD) a public liability insurance policy for their respective rights, interests and liabilities to third parties in respect of accidental death of, or accidental bodily injury to, persons; or accident damage to property.
- The public liability policy of insurance shall be for an amount as specified by MCD for any single event (or such higher amount as may be notified in writing by the MCD from time to time) and shall be effected with and insurer approved in writing by the MCD and on the terms approved in writing by the MCD
- The public liability policy of insurance shall include a clause in which the Insurer agrees to waive all rights of subrogation or action that it may have or acquire against all or any of the persons comprising the insured.
- The licensee shall produce evidence to the satisfaction of the MCD of the insurance affected and maintained by the licensee for the purposes of the second paragraph above, within seven days of receiving a written request to do so from the MCD.

### **7.8 Appeals**

Among other things, a person whose interests are affected by a decision relating to an Advertising Device may lodge such an appeal. Before lodging an appeal, the affected person shall seek a review of the decision.

The MCD shall provide a statement of reasons for the decision.

## 8. Procedure for grant of permission

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The following procedure will apply for grant of permission for erection, exhibition, fixation, retention or display of advertisement:

1. Every person desiring to erect, exhibit, fix, retain or display an advertisement shall send or cause to be send to the Commissioner/chairman an application for permission. The said application form duly completed in all respects shall be submitted or cause to be submitted by the applicant in the Concerned Zonal Office against a proper receipt, The Commissioner/chairman may after making such inspection as may be necessary and within thirty days after the receipt of the application, grant, refuse, renew or cancel the permission, as the case may be, in accordance with the provisions of the Act, and the Bye-laws made there under.
2. No application shall be considered by the Commissioner/chairman, if it is not submitted in the prescribed Performa along with all the documents as are required by the Commissioner from time to time. Any application submitted in any other shall be deemed to be rejected without any notice and no person shall exhibit, erect, fix or retain upon or over any land, building, wall etc. any advertisement and display any advertisement to public view on the basis of the same.
  - There shall be no deemed permission even after the expiry of 30 days of the submission of application in the prescribed Performa along with all the documents.
  - If any tax on advertisement and penalty is not paid within stipulated time after the demand notice, the same shall be recoverable as an arrear of tax and the permission shall be deemed to be terminated. The Commissioner/chairman shall be at liberty to remove the hoarding, etc.
  - If any advertisement erected, exhibited, fixed or retained on any land and building unauthorized and in contravention of provision of the Act and the bye-laws framed there under, such advertisements or hoardings shall be removed by the Commissioner without any notice whatsoever and expensed regarding removal of such unauthorized advertisement or hoardings shall be recovered from the concerned as per MCD Commissioner/NDMC chairman instructions.

## 9. Revenues

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### 9.1. Revenue sharing

The Outdoor Advertisement Policy 2008 will apply to all advertisements irrespective of the jurisdiction of land. However, the revenue sharing model will differ in different cases.

The different agencies desirous of seeking advertisements for their land/devices/vehicles will do so with strict adherence to the provisions of this policy. As per the procedures laid down for the grant of permission, the agencies will apply and seek prior permission to display advertisements. The revenue sharing model will be agreed upon between MCD/NDMC and the concerned agency.

In case land belongs to other organisations and the structure has been built/installed by them or the advertiser in their territory and it faces the vehicular traffic plying on it, the concerned organisation or the advertiser with their permission will have to share revenue in the following proportion:

1. Northern Railways will through the advertisers share 25 per cent of the revenue.
2. DMRC will be exempt from sharing revenue of advertisements for the next five years.
3. Other concerned organizations will share 25 per cent of the revenue if the device is to be installed in non-MCD/NDMC territory and 50 per cent of the revenue if it is in MCD/NDMC territory.

For determining any case of remission or formulation/change of policy governing outdoor advertisement including award of contract, Commissioner MCD or his nominee will be a member of the committee/panel taking such decision, as it involve sharing of revenue between the two organisations.

It should also be ensured that the awarded contracts are not allowed to continue beyond the contractual period.

#### **Tax to be paid in advance**

The tax on each advertisement shall be payable in advance for the concerned financial year. All dues shall be payable in cash or by pay order or by demand draft.

#### **9.2 Commercial advertising fee for Category-1,2,3**

The Concession fee/commercial advertising fee for Category-2, devices shall be decided through a transparent tendering process.

In case of BOT arrangements, the concessionaire/advertiser shall be responsible for the maintenance and running of the facility and advertisements shall not be permitted unless the facility is functional in all respects.

For the following devices under category-2 the commercial advertising charges shall be applicable as specifically mentioned below

- I. Informal Advertising Display Board: The device meant for informal advertising is not subject to any charge, however it is to the discretion of zonal deputy commissioner to allow pasting of any advertisement.
- II. Banner: The Commercial Advertisement fee on banner devices has not been recommended, however the only regulatory charges of Rs100/sqm shall be applicable on banner signs.
- III. Fleet advertising
  - a. for company owned vehicles: The commercial advertisement charges payable per vehicle per month shall be Rs. 270 per sqm/month/per vehicle.
  - b. Service and Delivery vehicles: The commercial advertisement charges payable for service and delivery vehicle per month shall be Rs 540 per sqm/month/per vehicle or Rs 20000/- per vehicle per month.

#### **9.3 Revenue from category-4 devices\***

No signage will be allowed beyond the length of the shop. Signages with a total surface area less than or equal to 2.5 sqm for advertising (sum total of all advertising devices visible from road), per property, shall not be subjected to any charges. The width of sign on shop front shall not be more than 0.75m and the length of the sign shall be as per laid down guidelines.

For all the other advertising exceeding 2.5 sqm, the commercial advertisement fee on all devices coming under Category 4 shall be linked to 8 different property tax zones identified in the city. The regulatory fee would be applicable in addition to commercial advertising fee as explained by applicable formula

$$\frac{\{\text{Unit area Value (UAV)}\}}{\text{for Applicable zone}} + (1) \times 100$$

1000

### Example

The Commercial advertising fee for device exceeding 2.5sqm surface area under Category-4, located in Zone-A shall be

$$= 1 + \{630/1000\} \times 100 = \text{Rs } 163/\text{year/sqm}$$

- Device installed in area with Property Tax Zone-A – Rs163 per year/sqm
- Device installed in area with Property Tax Zone-B – Rs150 per year/sqm
- Device installed in area with Property Tax Zone-C – Rs140 per year/sqm
- Device installed in area with Property Tax Zone-D – Rs132 per year/sqm
- Device installed in area with Property Tax Zone-E – Rs127 per year/sqm
- Device installed in area with Property Tax Zone-F – Rs123 per year/sqm
- Device installed in area with Property Tax Zone-G – Rs120 per year/sqm
- Device installed in area with Property Tax Zone-H – Rs110 per year/sqm

**\*Not applicable currently. Will be introduced after first revision of policy**