APPENDIX 15

THE BOMBAY PROVINCIAL MUNICIPAL CORPORATIONS (CONTROL OF ADVERTISEMENT AND HOARDING) RULE, 2003

NOTIFICATION

Bombay Provincial Municipal Corporations Act, 1949

No. GEN. 1097/16 CR-38/97/UD-27.— In exercise of the powers conferred by sections 244 and 245 read with sub-section (1) of section 456A of Bombay Provincial Municipal Corporations Act, 1949 (Bom. LIX of 1949), the Government of Maharashtra hereby makes the following rules regarding control of advertisements and hoarding in the areas of Municipal Corporation, the same having been previously published as required by sub-section (2) of the said section 456A as follows, namely:—

1. Short title, extent and commencement.
   (1) These rules may be called the Bombay Provincial Municipal Corporations (Control of Advertisement and Hoarding) Rule, 2003.
   (2) They shall apply to the areas of all Municipal Corporations established and constituted under the Bombay Provincial Corporations Act, 1949 (Bom. LIX of 1949).
   (3) They shall come into force at once.

2. Definitions.
   (1) In these rules, unless the context otherwise requires,—
      (1) "Act" means the Bombay Provincial Municipal Corporations Act, 1949;
      (2) "advertisement" means and includes any representation in any manner such as announcement or direction by words, letters, models, sings by means of any device or posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, small advertisement boards on existing poles, balloons, etc.; and the term "advertising" shall be construed accordingly;
      (3) "agency" means a person, being an individual and includes a body of persons, whether incorporated or not, making application for advertisement;
      (4) "Appendix" means appendix to these rules;
      (5) "approved" means approved by the Commissioner;
(6) "banner" means cloth or any other material, which contains an advertisement;

(7) "building line" means the line up to which the plinth of a building adjoining a street or an extension of a street or future street may lawfully extend and shall include the line prescribed, if any, in any scheme or development plan, or under any other law, for the time being in force;

(8) "carriage way" means that part of the road on which a vehicle is permitted to go;

(9) "Commissioner" means a Municipal Commissioner or any officer of the Municipal Corporation duly authorised by him;

(10) "Corporation" means the Municipal Corporation established and constituted under the provisions of the Bombay Provincial Municipal Corporations Act, 1949;

(11) "electronic bill board" means electronically operated advertisement on board;

(12) "Form" means form appended to these rules;

(13) "guard rail" means fence of rails support bars by means of metal or other material like fibre, etc. which is fixed on road, or as the case may be along median footpath, bridges etc., for guiding movement of traffic and pedestrians;

(14) "hoarding" means any surface of structure erected on ground or any portion of a roof of a building at, on or above the parapet, with characters, letters or illustrations applied thereto and displayed in any manner whatsoever, for purpose of advertising;

(15) "poster" means a sheet of paper or any other material used to advertise in a public place;

(16) "road line" or "street line" means the line defining the side limits of a road or, as the case may be, a street;

(17) "rotary" means central island on a road junction for regulating movement of traffic;

(18) "stopline" means the line at which the traffic must stop before crossing the junction;

(19) "temporary arches" means temporary structures erected across the road for greeting of personalities or for display of an advertisement;

(20) "permanent arches" means structures erected across the road for directional road signs and permanent arches constructed across the road for display of advertisements;
(21) "traffic island" means area on a road or junction over which vehicles may not pass, and which is meant to facilitate passage into definite path;

(22) "tree guards" means fence or rails around the tree used for protection of trees;

(II) Words and expressions used but not defined herein shall have their respective meanings as assigned to them under the Act.

3. Hoarding on Corporation lands

Subject to the provisions of section 79 of the Act, and these rules, a Corporation may permit hoardings on municipal lands.

4. Procedure for obtaining permission and renewal of permission

(1) No agency shall put up an advertisement without permission in writing from the Commissioner.

(2) Any agency intending to erect any type of hoarding, or an advertisement on rotaries and traffic island, guard rails, tree guards or sky-signs or balloons, shall make an application in the Form "A" or in case of renewal of permission in Form "B", in duplicate, together with such fees as may be determined by the Commissioner from time to time.

(3) The application shall be accompanied by the following documents, namely:\n
(i) written permission of the owner of the land, where the land on which the hoarding is to be erected;

(ii) three copies of site plan showing location of advertisement or hoarding proposed to be erected;

(iii) design of the advertisement by a structural engineer except advertisement in case of banners or posters or balloons;

(iv) the No Objection Certificate from the Traffic Department of local Police shall be called by the Commissioner, if necessary;

(4) An applicant shall conform to the general guidelines described in Appendix 1.

(5) A separate application shall be necessary for each location and type of advertisement specified in Appendix 2.

(6) Every application received as per provisions of sub-rules (3) to (5), shall be acknowledged and the decision thereon shall be communicated by the Commissioner to the applicant in writing, within 45 days from the date of receipt of the application. If the decision on such application is not communicated to the applicant within the specified period, the permission shall be deemed to have been granted:

Provided that, while deciding the application the Commissioner shall be bound by the guidelines specified in Appendix 2.
(7) On the permission being granted or deemed to have been granted under sub-rule (6), the agency shall, within fifteen days thereof, pay the rent and/or, as the case may be, the fees, or both. If the agency fails to pay the same, the permission shall stand cancelled after the expiry of the period of said fifteen days.

(8) On the permission being granted the Commissioner shall issue the licence in Form-C.

(9) A permission for advertisement at a particular location may be granted for a period not exceeding two years. The rental charges and/or fees shall be collected from the agency as per the rate decided by the Commissioner, from time to time, and shall be binding on the agency. The rent or fees shall be paid by the agency to the Corporation in advance for six months as advance to the Corporation.

5. Removal or demolition of unauthorised hoarding, etc.

Any installation of hoarding without prior written permission of the Commissioner or in contravention of sub-rules (1) to (5) of rule 4, shall be treated as unauthorised and shall be liable for demolition or removal, as the case may be.

6. Penalty for contravention of rule 4

Without prejudice to any action that may be taken in pursuance of the provisions of section 245 of the Act, any agency contravening the provisions of rule 4, shall, on conviction be punished with fine which may extend up to five hundred rupees.

7. Powers of the Commissioner to regularise advertisements or Hoarding

The Commissioner may, in his own discretion, and by an order in writing, regularise the installation of any hoarding that may have been installed without permission, by charging a compounding fee not exceeding five times of chargeable fee provided such hoarding or advertisement is in accordance with the provisions of these rules.

8. General conditions

The permission for advertisements shall be guided by the following guidelines and the same shall be treated as additional conditions and be part of a permission:

(a) No substantial additions or modifications shall be permitted during the period of contract without prior permission therefor by the Commissioner.

(b) If the Commissioner, for reasons to be recorded in writing, requires removal of the advertisements, it shall be removed forthwith, failing which the Commissioner may get the advertisement removed at the risk and cost of the agency.

(c) The advertisement must be maintained in a clean, tidy and safe condition to the satisfaction of the Commissioner.
Appendix-1

[See rule 4(4)]

1. **Balloon advertising**

   The Commissioner may permit advertisement by means of floating balloon in the air or water bodies. The height between the top of the balloon and road level shall not be less than 20 metres. The minimum height should be such as not to hinder safe traffic movement or not to cover any existing advertisement.

2. **Advertisement on rotaries and islands**

   The Commissioner may permit the agency to develop and maintain rotaries and traffic islands by allowing the agency to display advertisements on such rotaries or islands as may be approved by the Commissioner. The size, of display of advertisement shall depend on the location and size of the rotary or island and intensity of traffic. However, the height of display shall not be permitted to be above the rotary height or eyesight of the driver. The period of permission will be such as may be agreed upon the between the agency and the Commissioner. The agency shall maintain the Rotary or island throughout the contract period.

3. **Advertisement on guard rails or on medians or on footpaths**

   The Commissioner may permit an agency to provide and maintain guard rails or medians or footpaths by allowing the agency to display the advertisement on such locations on such terms and conditions as the Commissioner may deem fit.

4. **Advertisements on tree guards**

   The Commissioner may permit an agency to provide and maintain tree guards of approved designs around the plant by allowing the agency to display the advertisement on such terms and conditions the Commissioner may deem fit.

5. **Advertisements by way of banners or posters or temporary arches**

   The Commissioner may, or such terms and conditions, as he may deem fit, having regard to the traffic safety requirement, permit an agency to display advertisement by way of banners or posters or temporary arches, in public places.

6. **Sponsorship works against advertisement space**

   Sponsorship works against advertisement space may be permitted by the Commissioner on such terms and conditions as he may deem fit, at suitable places.

7. **Illuminated or electronic advertisement**

   (A) The Commissioner shall not allow the illuminated or electronic advertisement if such illuminated or electronic advertisement is of the following descriptions:
(a) Illuminated advertisements of such intensity or brilliance as to cause glare or impair vision of the driver or pedestrian, or which otherwise would interfere with any operations of driving.

(b) Advertisements illuminated in such a way as to obscure or diminish effectiveness of any official traffic sign, devise or signal etc.

(c) The level of luminance should not exceed a source limit of 1 cd/cm² which represents the TLV suggested by ACGIH (1997) with an operational limit of not more than 8 hours in a day (24 hours).

(d) The neon-signs in residential premises should not be blinking.

(e) Illuminated signs should be put off at zero hours in the mid-night.

(B) The Commissioner may, in case of breach of any of the conditions or any provision of these rules, cancel the permission granted and/or determine the contract.

Appendix 2

[See rule 4(5)]

General Guidelines for Agency

1. Size of Hoarding
   (i) The standard size of the hoarding boards shall be as follows:
   (a) 3.05 metres (10 feet) x 6.10 metres (20 feet)
   (b) 6.10 metres (20 feet) x 6.10 metres (20 feet)
   (c) 9.15 metres (30 feet) x 4.575 metres (15 feet)
   (d) 9.15 metres (30 feet) x 6.10 metres (20 feet)
   (e) 12.2 metres (40 feet) x 3.05 metres (10 feet)
   (f) 12.2 metres (40 feet) x 6.10 metres (20 feet)

Provided however that, the Commissioner may, in case of advertisements on,—
   (1) dead wall,
   (2) entrance of subways,
   (3) railings of an over-bridge and such other riches of odd size as well as on floating boards, floats, vessels and vehicles, allow an advertisement of a different size.

It shall not be permissible to grant hoarding larger in size than the largest standard size except that hoarding of the non-standard size 60 feet x 20 feet may be permitted on the top of a building, subject to structural stability of the building.
II. No hoarding shall be erected to a height exceeding 12.2 metres (40') above the road level. The lower base or the bottom of hoarding shall be of a height not less than 3 metres from the surface of the below.

III. When erected on the terrace of a building the maximum height of the hoarding shall not be more than 12.2 metres (40') from the terrace level.

IV. A minimum distance of 1.50 metres shall be maintained beyond the edge of the formation width of the existing road or street. There shall be no hoarding or advertisement on footpath.

V. The advertisement along roads shall not be permitted within a distance of 25 metres from the stop line of the approach road.

VI. Hoarding shall not be permitted in the following conditions:

(a) Any hoarding which in the opinion of the Corporation is likely to be confused with an authorised traffic sign or signal.

(b) Any hoarding erected in such manner and at such places, which will cause obstruction or interference with the visibility of approaching, merging or intersecting traffic.

(c) No hoarding shall be permitted which would obstruct the vision of the sea, sunrise or sunset from a location designated for such vision.

(d) No hoarding shall be permitted on or around buildings of archaeological, historical or heritage importance as may be decided by the Commissioner.

(e) No hoarding shall be permitted which is likely to obstruct the view of any building or monument of historical, archaeological, heritage importance or coming in the way of the erection of any such building or monument.

(f) No new advertisement hoarding shall be permitted inside mangroves, creek, or sea or within a distance of 500 metres of high tide line (HTL). However, this restriction will not apply to hoarding on existing buildings or landward side of existing road and building.

(g) No hoarding shall be permitted on a building, which has no occupation certificate.

(h) No hoarding shall be permitted on a building, where action under the Act or under the Maharashtra Regional and Town Planning Act, 1966, is pending either at Municipal Corporation level or in a court of law or the owner of the building has been issued with a stop work notice under the Act.

(i) No hoarding shall be permitted on a building, which has been declared dangerous (partly or fully) or has been issued with a notice under the Act.

(j) An advertisement which is likely to offend public moral and decency will not be permitted. If the Commissioner is satisfied that the contents of display thereof
violates norms of public normality and decency, the agency shall forthwith remove the display, after receipt of such intimation in writing.

(k) An advertisement which is in such form as it will obstruct the path of pedestrians and obstruct their visibility, will not be permitted.

(l) No advertisement shall be permitted, if the same is likely to affect any local amenity.

(m) No advertisement shall be permitted which will obstruct the visibility of any existing advertisement.

(n) It shall be the responsibility of the Agency to whom such permission granted, to maintain, preserve and protect the existing trees up to a distance of 25 metres on either side of the hoarding. For compliance of this condition, the Agency shall deposit interest free, security deposit of Rs. 2,500 (Rupees Two thousand five hundred only) for every such existing tree.

The Agencies who have been permitted to erect hoardings prior to coming in to force of these Rules shall have an option to replace the tall growing trees of less than two years of age and are in front of a length of 25 metres on either side of the hoarding by such other species of trees as may be approved by the Superintendent of Gardens of the Corporation and shall deposit to the Corporation Rs. 500 (Rupees Five hundred only) per such tree to have it replanted by the Superintendent of Gardens.

VII. Generally, the contract period is for three years or up to the 31st March of the next financial year, whichever is earlier. The agency shall execute an agreement (in duplicate) with the Commissioner after getting written permission for putting up the advertisement at a specific location from the Commissioner in respect of Corporation premises. The renewal of the advertisement location may be considered on receipt of application from the agency.

VIII. The rental charges and/or fees for the advertisement shall be collected from the agencies as per the rate approved by the Municipal Corporation, from time to time. The agency shall pay six months rent and/or fees in advance to the Corporation.

7. (i) Width of the advertisement board shall depend on the location of street light pole on central verge or footpath etc. in no case the advertisement board shall project on the carriage way.

(ii) Size of advertisement shall not be more than 1 metre x 1.25 metre Minimum clearance above ground level to the bottom of hoarding shall not be less than 3 metres.

8. Any agency may apply in writing to the Corporation for fixing of Electronic Billboards at a specific location.
FORM A
[See rule 4(2)]

Licence & Sky-Sign
Licence & Sky-sign Department No. ..................
(Price - ..................................)

Municipal Corporation of ..................................
Application Form

[See rule 4 (2)]
(See section 244 in the B.P.M.C. Act, 1949)

To
Municipal Commissioner,
Municipal Corporation of ..................................
1. Name of the applicant (in full)

..................................................
2. Residential Address (in full) ..................
Peth .................. House No. ..............
Peth/Village/Ward No. ..............
Chowk .................. House No. ..............
C.T.S. No. .............. Road ..............

4. Details of business carried out at the space shown in Col. No. 3
5. Nature of advertisement
(Please state whether the advertisement is with light or non-light)
6. Measurement of advertisement
7. Height of the Bottom of Sky-Sign from road level
8. Details of structure
9. Whether the application is made as individual or on behalf of company if so, details of company/individual with full address.
10. The land where the structure is to be erected owned by the applicant or otherwise, (Give details of property with evidence)
11. If the land is owned by person other than applicant, details of name and postal address of landlord.

12. Whether the Landlord given the consent to erect the Sky-Sign (if so please attach original consent letter).

13. Whether the location of Sky-Sign is open space or populated area.

14. Date from which advertisement to be erected.

15. Period of advertisement

Affidavit

Res. solemnly affirm that the information given above is true and correct.

Date:

Signature of Applicant

Part II

(For Office Use)

To,

The Competent Authority,

Sky-Sign Department

Inspector has inspected the site and measurement of Sky-Sign and noticed that the contents are correct as per affidavit.

Nature of Advertisement

<table>
<thead>
<tr>
<th>No.</th>
<th>Size</th>
<th>Period</th>
<th>Rate of fees</th>
<th>Monthly fees</th>
<th>Total fees</th>
<th>Remark</th>
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</table>
The Advertisement is covered under the provisions of Section 244 of B.P.M.C. Act, 1949. Sanction may please be accorded for accepting the fee.

Inspector of Licence & Sky-Sign

Chief Inspector of Licence and Sky-Sign Municipal Corporation

Order

Sanction is hereby accorded to accept fee from the applicant and to grant permission.

Competent Authority
Municipal Corporation.

Advertisement Fee Rs.
Chan' an No. ............. dated ....................
Licence No. ............. dated ....................
Register Page No. ....................

Chief Inspector of Licence and Sky-Sign Municipal Corporation

FORM B
[S see rule 4 (2)]

Sky-Sign Department
Advertisement Licence
Form For Renewal

(1) Name of applicant and address:

(2) Details of Advertisement:

(3) Place:

(4) Sanctioned size and and type:

(5) Illuminated/Non-Illuminated:
(6) Upto which date last renewal is done:

(7) Next period of renewal:

(8) Whether the property owner/has given No-objection for further renewal of sanctioned hoarding:

Date: /1200

Signature of applicant:

(For office use)

Inspection report:

I have visited personally to the advertisement site mentioned in application. There are no changes in size as well as type or whatsoever. The hoarding structure is in safe and stable condition. Hence renewal of hoarding as mentioned in the application is recommended.

Date: /1200

Licence Inspector
Sanctioned

Chief Inspector of Licence & Sky-Sign
Municipal Corporation

Municipal Corporation of —

Licence fee Rs. ......................

Total Rs. ......................

Challan No. ......................Dated: /1200 is deposited in Municipal Treasury.

Licence No. ......................Dated: /1200 is allotted.

Register No. & Page No. ...................... Date: /1200

Inspector of Licence & Sky-Sign

Chief Inspector of Licence & Sky-Sign
Municipal Corporation
Licence Conditions

(1) The Licensee shall erect Sky-Sign only on the site approved by the Corporation and for the period mentioned in Licence. It will be the sole responsibility of the applicant to mention the Sky-Sign in sound condition during the period of licence.

(2) The Licensee shall display the licence No. & Name or Symbol of the applicant at the usual place of the Sky-Sign.

(3) The Licensee shall submit the certificate from the Structural Engineer to Municipal Authority before the erection of Sky-Sign. The Licensee shall take care of maintaining the Sky-Sign in such a way that there should be no damage or loss to public. In case of such incidence, it will be the sole liability of the applicant and not the Corporation.

(4) If the licensee has—

(i) Made Change/Changes in size/location without prior permission from Corporation.

(ii) If the Sky-Sign damaged due to natural or any other reason.

(iii) If the building on which the Sky-Sign is erected is declared unauthorized by Municipal Authority.

(iv) If original land owner has made additions/alternations in the Sky-Sign structure without the prior approval of the Corporation, the licence granted will be treated as cancelled.

(5) If the location where the permission granted is affected because of road widening or other public purpose, the Licensee will have to remove Sky-Sign within the period stipulated by Municipal Authorities. If it is not done, structure will be removed by Municipal Corporation and the cost will be recovered from Licensee in one installment.

(6) If the Sky-Sign permission is cancelled due to reasons mentioned in 4 or 5 above, it will not be the responsibility of Municipal Corporation to provide alternative sites.

(7) The licence will come into force from the date of issue. The Licensee will deposit amount equal to six months rent as a deposit and annual six monthly fee in advance as detailed below—

<table>
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<tr>
<th>Date Range</th>
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<tr>
<td>1st April - 30th September</td>
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<tr>
<td>1st October - 31st March</td>
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</table>

(8) If the Licensee desires to continue the licence period after the expiry of licence period he shall submit application in a prescribed form 30 days in advance before the expiry date. It is not binding on Municipal Commissioner to sanction further extension on such request. If the request of applicant is not considered by Municipal Commissioner it will be responsibility of Licensee to remove the Sky-Sign at his own cost.