ENFORCEMENT DEPARTMENT

Sub:- Policy on removal of unauthorized advertisement/hoardings and signage under Delhi Outdoor Advertising Policy 2017 and Delhi Prevention of Defacement of Property Act, 2007 in NDMC area.

Please refer to minutes of meeting held on 17.04.2020 in the Chamber of Chairman, NDMC to review action taken on the above policy.

2. As per the point No.2 of the minutes, the following officers are responsible for removal of the unauthorized advertisement, defacement.

Director (Enforcement) North
Director (Enforcement) South
Jt. Director (Enforcement)
4th Floor Pragati Bhawan
Jai Singh Road
New Delhi-110001
Tel No.-011-23347080
direcetor.enforcement.north@ndmc.gov.in
director.enforcement.south@ndmc.gov.in
Jd.enforcement@ndmc.gov.in

3. The complaints may also be uploaded on 311 App and also Call center No.1533 for which concerned Enforcement Area Inspector will be held responsible for monitoring the complaint and take immediate action within 24 hours of unauthorized display noticed.

4. Further, Hard copy of Outdoor Advertising Policy 2017 and Delhi Prevention of Defacement of Property Act 2007 is being sent on email of Jd.it@NDMC.gov.in.

Jt. Dir(Enf.)

Jt. Director (IT)

EPCA Report No. 74

Report on Outdoor Advertising Policy for Delhi
In the matter of W.P. (C) No.13029 of 1985; M.C. Mehta v/s UOI & others

The Outdoor Advertising Policy 2017 is annexed to this report. The policy has been finalised after discussions with all stakeholders. The only objection, which continues is from Railways, which has not agreed to the revenue sharing provision.

Environment Pollution (Prevention & Control) Authority
For the National Capital Region

1. Background

The Hon'ble Supreme Court has been monitoring the outdoor hoardings in the city since December 10, 1997 because of its concern regarding safety of road users and on the grounds that hoardings, if not regulated, could constitute a disturbance for traffic and lead to accidents. In addition, there is the question of aesthetics and the fact that cities should avoid visual clutter.

27.4.2007: Hon'ble Supreme Court directed EPCA to examine and file its opinion on the Outdoor Advertisement Policy prepared by municipal corporation of Delhi.
September 2007: EPCA files report finalising the policy, after consultations with stakeholders.
25.4.2008: Hon'ble Supreme Court directed EPCA to hear the representations made by Indian Railway and DMRC on this matter and file another report. It also directs that DMRC would not enter into new contracts or would not renew or erect fresh hoardings.
July 2008: EPCA files report after these consultations, pointing out the problems in revenue sharing between MCDs and Railway/DMRC.
28.8.2009: Hon'ble Supreme Court asked EPCA to once again consider the views of Railways on the policy.
November 2009: EPCA files report pointing out the revenue sharing possibility in outdoor hoarding. It requests the Hon'ble Court to direct that the policy should be modified and reissued so that it does not lead to policy confusion or misinterpretation.
28.8.2009: Hon'ble Supreme Court observes that as DMRC accepts the technical specifications set out in the advertisement policy of EPCA, no further orders need to be passed. The restraint on DMRC is lifted and the policy approved by the court. MCD/NMDC would be at liberty to take any action in case the advertisements put up by DMRC lands were not in conformity with the technical parameters of the policy or it violates any other provision. As far as the revenue sharing arrangement was concerned, leave was granted to DMRC to seek remedies before an appropriate forum if MCD/NDMC raise demand for sharing revenue or if they give notice for

removal of any advertisement put up in DMRC land on the grounds that prior permission was not taken.

8.10.2010: Hon'ble Supreme Court directed: "Having heard learned counsel appearing for the Amicus Curiae as well as for the MCD, we are of the view that the MCD should consider EPCA Reports of July, 2008 and November, 2009, along with the Delhi Outdoor Advertisement Policy of 2008, in accordance with the provisions of Delhi Municipal Corporation Act, 1957 in the meeting to be convened by the Corporation under the provisions of Chapter-V of 1957 Act. The Corporation will consider the said two Reports of EPCA within a period of three months. We express no opinion on the said Reports. The decision of the Municipal Corporation of Delhi will be placed before this Court before the next date of hearing. The same direction was given to NDMC.

21.2.2017 Hon'ble Supreme Court directed the municipal corporations to comply with the order dated 8.10.2010 and to submit their response to the policy.

21.2.2017 Hon'ble Supreme Court ordered "that nothing further survives in these applications (for modification of court's order dated 25.4.2008), which are disposed of in terms of paragraph 9 and 10 of the above report mutatis mutandis." This matter concerned the sharing of revenue by Railways, which learned SG said would follow the same as DMRC.

March 2017: Municipal Corporations file affidavits saying that the House and the standing committee had passed resolutions objecting to certain provisions of the policy, as finalised by EPCA. The South Delhi Municipal Corporation (SDMC) in its affidavit said that in last six years they have made certain amendments in the policy which were approved by the House vide resolution No. 233 dated January 12, 2016 and prayed to the Hon'ble court to accept the amendments.

March 28, 2017: Hon'ble Supreme Court directed EPCA and Railways to file the reply within two weeks.

In April 2017 EPCA requested the Hon'ble Supreme Court to grant further to submit the report. On April 28, the Hon'ble Supreme Court granted time and listed the matter for July 27. 2017.

2. Deliberations at EPCA

EPCA convened a meeting of the concerned stakeholders on April 19, 2017 in compliance of the Hon'ble Supreme Court order dated March 28, 2017. SDMC informed EPCA that as per its interpretation, the Hon'ble Supreme Court in its order of October 8, 2010 had approved of its policy of 2007 and had only directed it to consider the views of EPCA and its policy of 2008 before the standing committee and house. SDMC further informed EPCA that based on its ground experience, was in the process of revised the 2007 policy.

Northern Railway and DMRC raised objections to this position. According to their interpretation, the Hon'ble Supreme Court vide its order 28.8.2009 had approved the 2008 OAP policy, which had been made by EPCA after consultations with them. They were giving contracts for outdoor hoardings based on this policy, which was leading to conflicts between the agencies.

DMRC also said that they had signed an MoU with SDMC on May 30, 2016 and with East Delhi Municipal Corporation (EDMC) on November 11, 2016 to share 35% of the outdoor advertisement revenue for a period of three years based on the OAP 2008 policy.

It was observed by EPCA that this lack of clarity about the final policy was leading to huge problems in the city. A large number of illegal hoardings were found to have been put up, which were subsequently removed by SDMC.

It decided therefore, to request all agencies to resolve differences and to work to issue a final agreed policy, which could work for road safety, city aesthetics and also provide much-needed revenue to the municipal bodies and other public service agencies.

It convened further meetings on June 22 and July 20, 2017 to resolve differences and to finalize the OAP policy.

3. **Key differences between agencies and accepted resolution**

1. **Advertisements on railway bridge panels, flyover panels and foot-over-bridges**: MCD policy of 2007 and proposed policy of 2015 do not permit such advertisements on the grounds of safety of road users and aesthetics of the city. DMRC and Railways have repeatedly said that outdoor advertisements on these public services provide important sources of revenue.

   It was accepted that special exemption would be granted to DMRC and Railway to put up OAP on railway bridge, flyovers and FOB, but subject to clearance of the site/bill board plan by the commissioners of the municipal corporations. It was also agreed that the structural stability of the billboards would be handled with utmost care and that all effort would be made to avoid visual clutter and ensure both safety and aesthetics.

2. **Requirement of prior permission for putting advertisement from Commissioners of the Municipal Corporations of Delh**i: In OAP 2007 and OAP 2008 it has been accepted that the municipal corporations are the key regulators to manage the devices that are visible to the public. Therefore, prior permission is required to be taken from the municipal corporations and a procedure is laid down for grant of this permission, the terms of which are bound by the policy.
   DMRC and Railways had objections to this provision.

   It was agreed that the role of the municipal corporations as regulators should not be diluted. However, given the fact that DMRC has signed a 3-year MOU with SDMC and EDMC, which clearly stipulates that no prior permission clearance is required, this condition would be waived for DMRC for the period of this or any future MOU.

   DMRC would however, require to take prior approval from municipal corporations in the case of category 1 devices, which also include OAP on railway bridge, flyovers/FOBs.

3. **Revenue sharing between municipal corporations and DMRC and Railways**. This matter was infructuous as DMRC had already agreed to the sharing of revenue at the rate of 35 per cent. Railways however, has still not agreed to this.

4. **Minimum reserve price**: SDMC required this provision as it found that there was under-cutting of the rates, which was benefitting the private advertisers. After discussions, it was agreed that this provision would be included, but exemption would be made for DMRC/Railways.

Based on detailed discussions and after building the consensus among the various stakeholders, EPCA has finalized the "Outdoor Advertisement Policy 2017".

The OAP 2017 was circulated to the concerned stakeholders on July 19, 2017 and subsequently a meeting was held on July 20, 2017 to discuss views on the policy and to finalize it.

All stakeholders have given their consent on the policy, except for Railways. In the meeting, the representative of Railways continued to hold the view that while they agreed to all technical specifications laid down in the OAP 2017, they would not agree to the revenue sharing clause.

The outdoor advertisement policy, OAP 2017 is being submitted to the Hon'ble Supreme Court for its consideration and approval.

4. Observations and Recommendations of EPCA

1. It is important that the city has a final and approved policy for outdoor advertisements. This lack of an approved policy or the lack of clarity on the final policy (2007 or 2008) has meant that there are huge irregularities regarding the installation of such devices. This is leading to both loss of revenue for municipal agencies as well as problems of safety and aesthetics in the city. EPCA is also constrained to point out that this apparent policy vacuum seems to be benefitting

private agencies, who are able to take contracts or put up devices, without adherence to its provisions.

2. The finalized OAP 2017, submitted and attached to this report, has been accepted by all stakeholders (except Railways in regards to revenue sharing).

3. Once approved, the municipal corporations will be responsible for ensuring that there is strict compliance with all provisions of the policy. This will require enforcement and all steps to ensure that if the policy is not adhered to or it is misused then strict action will be taken against defaulters, including levy of penalty.

Delhi Outdoor Advertising Policy 2017

An initiative by the Municipal Bodies of Delhi (SDMC/NDMC/EDMC)/NDMC

Finalised as per the directions of the Hon'ble Supreme Court by the Environment Pollution (Prevention and Control) Authority in July, 2017

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The Delhi Outdoor Advertising Policy 2017

1. Basis of the policy

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 finalize 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 that 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 milli-second 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 center, 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 guideline 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. Outdoor Advertising Policy, 2017

The principles and objectives of the Outdoor Advertising Policy are as follows:

1. The policy for outdoor advertising is driven not only by revenue imperatives, but by city development imperatives. Therefore, in its implementation, it will be clear that outdoor hoardings/Billboards 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.

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 not permitting billboards on pedestrian walkways and in placing billboards at significant distance from existing carriageway.

4. 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.

5. 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.

6. 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.

7. The policy will be strictly adhered to and to achieve these objectives, municipal corporations will impose enhanced penalties and check misuse through regular inspections.

8. The policy will be applicable to the entire city. All land-holding agencies will be required to follow the provisions of the policy and to take the requisite permissions.

9. Once in effect, all approvals will be taken in compliance with the provisions of the policy. However, advertisement contracts already approved by the concerned authorities will continue as such till the expiry of the contract period.

3. Role of Municipal Corporations of Delhi (MCD)

In the areas controlled by Municipal Corporations of Delhi/NDMC outdoor advertisement devices visible to the public, are governed by provisions of section 143 to 146, 430 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 in 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 Corporation without the prior written permission of the Commissioner."

Under Section 143 of DMC Act the Municipal Corporations of Delhi/NDMC have the powers to check on unauthorized and illegal outdoor advertising and the powers to remove or prohibit the display of any such advertising. "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 Municipal Corporations of Delhi/NDMC have the authority to either give direction to the owner of property to dismantle, remove, spoil, deface or screen any unauthorized and illegal advertisement or Municipal Corporations of Delhi/NDMC itself can take similar action."

The DMC Act also provides that "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 Municipal Corporations of Delhi/NDMC and furnish in this regard the required information, documents, surety and fee as may be determined by the Commissioner/Chairman.

The approval on placement or location of any advertisement visible from public place, their sizes etc are all provided by Municipal Corporations of Delhi/NDMC. Municipal Corporations of Delhi/NDMC 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.

In OAP 2017, it is provided that to effectively enforce provisions of the policy, the municipal corporations/NDMC must ensure that they provide deterrence for compliance. (PENALTY)

4. Revenue Sharing and Commercial Advertisement Fee

4.1 Revenue Sharing

The Outdoor Advertisement Policy 2017 will apply to all advertisements irrespective
The Outdoor Advertisement Policy 2017 will apply to all advertisements irrespective of the jurisdiction of land. However, the revenue sharing model will differ in different cases.

All the Public View advertisements under the jurisdiction of respective corporations/Council, irrespective of jurisdiction of land, will be governed by the rules and regulations laid down for outdoor advertisements in Municipal Corporations of Delhi areas. The only difference in case the land belongs to other organization will be in terms of sharing of revenue.

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

1. Northern Railways will through the advertisers provide 25 per cent of the revenue earned through advertisement with respective Municipal Corporation of Delhi within their jurisdiction.
2. DMRC will share 35 per cent of the revenue earned through Advertisement with respective Municipal Corporations of Delhi within their jurisdiction.
3. Other concerned organizations will share 50 per cent of the revenue earned through Advertisement with respective Municipal Corporation of Delhi within their jurisdiction.

For determining any case of remission or formulation/change of policy governing outdoor advertisement including award of contract, Commissioner Municipal Corporations of Delhi 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 must be ensured that all the organization which are allowing/permitting advertisement displays (after taking written permission from the Commissioners of the respective Municipal Corporations space on their land/properties must do it through tendering system or other transparent procedure only.

The Minimum Reserve Price for Permission of Advertisement Display by the Organizations on their land/properties other than DMRC/Northern Railway shall be fixed with the consultation of respective Municipal Corporations.

It should also be ensured that the awarded contracts are not allowed to continue beyond the contractual period. Any contract which is in contravention to this policy should be allowed till the end date of the present contract.

4.2 Commercial advertisement fee for Category – 1, 2&3 devices

Every person, who erects, exhibits, fixes or retains upon or over any land, building, wall, hoarding, frame, post or structure or upon or any vehicle any advertisement or, who displays any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematographs), shall pay for every advertisement which is so erected, exhibited, fixed or retained or so displayed to public view, an advertisement fee at such rates as decided/fixed by the Municipal Corporations of Delhi/New Delhi Municipal Council, from time to time.

No advertisement shall be erected, exhibited, fixed or retained upon or over any land, building, wall, hoarding, frame, post or structure or upon or in any vehicle or shall be displayed in any manner whatsoever in any place within the jurisdiction of Municipal Corporations of Delhi/New Delhi Municipal Council without written permission of Commissioner/Chairman of respective Municipal Corporation/New Delhi Municipal Council.

4.3 Commercial advertising fee for category-4 devices

1. **Self Signage having sum total of area less than/equal to 2.5 sqm** :- 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 self signage device), per property/Business Establishments, shall not be subjected to any charges. The Self Signage shall be strictly installed/displayed in accordance with the general conditions laid down for Category – 4 devices in this Policy.
2. **Self Signage having sum total of area more than 2.5 sqm**:- No signage will be allowed beyond the length of the shop. Advertisement device/s for self signage/s exceeding 2.5 sq. m (sum total of self signage device), the Owner of shop/Business establishment/Institution, who erects, exhibits, fixes or retains upon or over part of building/property, where the business establishment is running its business, any such self signage advertisement or, who displays any such self signage advertisement to public view or visible from a public street or public place, shall pay for every such self signage display which is so erected, exhibited, fixed or retained or so displayed to public view, an advertisement fee at such rates as fixed by the Municipal Corporations of Delhi, from time to time. The Self Signage shall be strictly installed/displayed in accordance with the general conditions laid down for Category – 4 devices in this Policy.

5. General permission criteria for advertising devices

5.1 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 driver's attention, distraction and decision making is increased.

The permission criteria for the display of advertising devices within the jurisdiction of Municipal Corporations of Delhi/New Delhi Municipal Council 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 crossing or traffic red lights in the road).
- Gives instructions to traffic to "stop", "halt" or other (i.e Traffic Red Light).

- 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 major intersections.

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, 2017the advertisement devices have been categorized as follows:

Category 1: Large-format advertisements, mainly fixed on billboards/Unipoles/Bipoles/Variable Message advertising device such as LED, LCD Screens etc./and bridge / flyover panels etc;

Category 2: Advertisements mounted on public amenities, like public toilets, garbage collection points/Flag Signs 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 or its further amendments, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.
- Advertising Devices shall not use colour combinations 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 or its further amendments, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.
- 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 Corporations of Delhi/NDMC Jurisdiction roads.
- Variable message Advertising Devices are not permitted in the area other than as specified in Summary of Category 1 Advertising device within the jurisdiction of Municipal Corporations of Delhi/NDMC as these cause a statistically significant distractive influence on motorist's response times to external stimuli. So, Variable Message Advertising Devices LED/LCD Screens shall be permitted on case to case basis by Commissioner of Municipal Corporations.
- 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.

5.2 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
• Advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986
• Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860; or
• Any other items considered inappropriate by the Committee.

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 Corporations of Delhi/NDMC.

5.3 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.

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1. The supporting structure shall have a non-reflective finish to prevent glare.
2. 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.
3. Official road furniture such as official signs and delineator guide-posts shall not be used as the supporting structure of an advertising device.
4. The name of the Advertising Device license holder should be placed in a conspicuous position on the device.

5.4 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 may draw power from alternate renewable resources like solar power.

5.5 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 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
- Within 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 Municipal Corporations of Delhi/NDMC.

6. Summary of permissibility of different category of advertising devices

6.1 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**		
1.1.i	Industrial area	Permitted	
1.1.ii	Commercial area	Permitted	
1.1.iii	Recreational areas	Permitted	
1.1.iv	Crematoriums and Burial grounds		Not permitted
1.1.v	Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc	Permitted	

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	**Not Permitted**
1.1.vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.		Not permitted unless approved by Commissioner, Municipal corporations of Delhi
1.1.vii	On rooftops of residences		Not permitted
1.1.viii	On mobile vans for purposes of advertising		Not permitted
1.2	**Trivision**		Not permitted
1.3	**Railway Bridge panels****		Not Permitted (except for DMRC, Railway subject to conditions below)
1.4	**Flyover panels****		Not Permitted (except for DMRC, Railway subject to conditions below)
1.5.	**Foot Over Bridge (FOB)****		Not permitted(except for DMRC, Railway subject to conditions below)
1.6	**Building wraps**		
1.6.i	Malls and Airport area	Permitted	
1.6.ii	Cinema Halls	Permitted	
1.6.iii	Metro Station Buildings	Permitted (except NDMC area)	
1.6.iv	Area/Properties other than Malls, Airport area, Metro Station Buildings and Cinema Halls.		Not Permitted
1.7	**Variable message Advertising devices such as LED, LCD Screens etc.**		
1.7.i	Industrial area		Not Permitted unless approved by the Commissioner, Municipal Corporations of Delhi.
1.7.ii	Commercial Area	Permitted	
1.7.iii	Recreational areas		Not Permitted unless approved by the Commissioner, Municipal Corporations of Delhi.

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	**Not Permitted**
1.7.iv	Crematoriums and Burial grounds		Not permitted
1.7.v	Transportation areas like Airports, rail terminals/ bus terminals/ truck terminals etc.	Permitted only in Airport area	
1.7.vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.		Not Permitted unless approved by the Commissioner, Municipal Corporations of Delhi.
1.7.vii	On rooftops of residences		Not permitted
1.7.viii	On mobile vans for purposes of advertising		Not permitted
1.8	**Ground-Level Hoardings**	Permitted for Airport area only.	

** Special exemption is granted to Northern Railways and DMRC to install category -1 billboard on Railway Bridge Panels, Flyover Panels and Foot-Over-Bridges. This exemption is conditional to clearance of site and billboard plan by Commissioner, Municipal Corporations of Delhi. There is concern about safety of such billboards as they hang over the road, which is used by motorists and pedestrians. Therefore, utmost structural stability must be provided by the two agencies during installation of such billboards and they will also be liable for any mishap. As such billboard on Foot-Over-Bridges, Flyover Panels, Railway Bridge Panels have the propensity of distracting drivers due to Head on view and could be potential safety hazards, all efforts should be made to avoid visual clutter and ensure both safety and aesthetics. The distance criteria of 75 meter between existing unipoles of MCD and existing FOB advertisement will not apply in this case.

6.2 Summary of 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	

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
2.5	Devices mounted on Public assistance facility	Permitted	
2.6	Pier or pylon mounted device		
2.6.i	Flyover columns	Permitted	
2.6.ii	Metro columns	Permitted	
2.6.iii	Others		Not Permitted for any other area or surface unless approved by Commissioner, Municipal Corporations of Delhi
2.7	**Pole Kiosk**	Permitted	
2.8	**Protection screen/ Nallah culvert advertising devices**	Permitted	
2.9	**Informal advertising display board**		
2.9.i	Residential area	Permitted	
2.9.ii	Commercial area	Permitted	
2.9.iii	Recreational areas	Permitted	
2.9.iv	Public parks, gardens etc	Permitted	
2.9.v	Premises of Public buildings	Permitted	
2.9.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
2.17	**Flag Signs**		
2.17.i	Industrial area	Permitted	
2.17.ii	Commercial area	Permitted	
2.17.iii	Recreational areas	Permitted	
2.17.iv	Crematoriums and Burial grounds		Not permitted

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
2.17.v	Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc	Permitted	
2.17.vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.		Not Permitted unless approved by the Commissioner, Municipal Corporations of Delhi.
2.17.vii	Outside city limit	Permitted	
2.17.viii	On rooftops of residences		Not permitted
2.17.ix	On mobile vans for purposes of advertising		Not permitted
2.18	**Device mounted on Street Furniture**	Permitted	

6.3 Summary of Category-3 devices

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

6.4 Summary of Category-4 devices

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	
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	

7. Specific conditions for different category of advertising devices

7.1 Specific conditions: Category 1

S. No.	Type	General description	Description of device	Specific parameters			
1.1	Category-one	Large format outdoor advertising device	Billboards/Unipole	**Length**	**Width**	**Max Height**	**Min Ground Clearance**
1.1.1			For roads less than 100 feet, road-way	6m	3m	10m 14mfor Railways and Airport (Not permitted in NDMC areas)	2.5m
1.1.2			For roads more than 100 feet, roadway	10m	5m	10m for Railways & Airport (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	-	-
1.5			Foot-Over-Bridge	18m	3m		
1.7			Variable message Advertising devices such as LED, LCD Screens etc.	10m	5 m	-	-
1.8			Ground-Level Hoarding	10m	5m	14 m	-

Note:
i. The Length and Width for advertising display for Category 1 devices can be interchanged/altered as per suitability but not exceeding the total area (Length multiplied by Width).
ii. In the case of airports, the Length and Width for Unipole/Billboard and Ground Level Hoardings can be increased on case to case basis upto the maximum dimension of 14m x 8m and 20mx 5m respectively by Commissioner, Municipal Corporations of Delhi

7.1 a Specific Permission Criteria: Category 1

a.	Lateral placement	• Not permitted in medians. • Not permitted on traffic islands and where carriageways diverge. • Not permitted on footpaths. • Where the footpath does not exist the outdoor advertising device shall not be permitted within 3 metres from the edge of existing carriageway.
b.	Longitudinal Placement	• Not permitted within 75 m of any traffic red-light erected for the regulation of traffic. • Not permitted if any such form as will obstruct the path of pedestrians. • Not permitted if in any manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic. • Not permitted within a round-about of diameter less than 100m as measured from the outer width of the round-about. • Distance between two advertisement displays on flyover panel/railway bridge/FOB must not be less than 75 m to avoid visual clutter. However, two advertisement panel (back to back on Railway Bridge Panel/Flyover Panel/FOB i.e. both sides facing traffic) of specified size shall be permitted on Railway Bridge Panel/Flyover Panel/FOB at one location subject to the conditions mentioned at Footnote below the Summary for Category-1 Devices.
c.	Other placements	• In NDMC areas, unipoles will not be allowed along railway bridges • 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. • The locations where large format outdoor devices are placed along the sides of the railway bridge, flyover than maximum height of the device from the road level shall be measured clearly from the top of flyover and centre of the flyover. • Building wrap will be permitted strictly on Malls, Airport area, Metro Station Buildings and Cinema Halls only**.** • Building Wraps shall not create any hindrance in Ventilation, Natural Lighting and Opening of Doors/Windows. • Building Wraps shall not cross/on the Roof Top Level of the Building and shall be displayed within the building boundaries. • Not permitted in residential areas • Not permitted within 75m of another Category 1 device except Building Wraps.

		• The minimum distance to be maintained between any two Building Wraps shall be 10 m, however, the minimum distance between any two building wraps can be increased depending on site conditions on case to case basis so as to avoid visual cluttering by the Commissioner, Municipal Corporations of Delhi.

7.2 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 23 sqm per single unit	--	Permitted only over approved surfaces of specified properties designed for providing certain civic amenity/facility/service for public benefit. The Amenity shall not interfere with the general function of the road or premises or cause impediment to sight distances for motorists. The activities of the amenity shall not spillover beyond the designated area onto the surroundings, unless otherwise permitted. The facility will not be allowed to be used for any other purpose than what has been agreed to in the contract. No device placed within the designated area of facility shall project beyond the assigned surface proposed in facility The amenity and the device mounted on the surface of facility shall be such that it creates no hindrance to the flow of vehicular or pedestrian traffic. The advertiser shall be responsible for providing services like water, sewage, garbage collection etc as required for smooth functioning of the facility or as per the terms of the agreement. Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around the
2.2	Devices mounted on service oriented facility	Drinking water, kiosk outside colony to facilitate payment of bills/etc (G2C kiosk)	<70 % of the visible area to Public.		The unit will be allowed to display up to 3 panels, each not more than 3mx 3m		

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							facility or as per the terms of the agreement. General illumination required for the functioning of the facility shall be provided and maintained by the Advertiser. Allotment will be made through tender system or through other transparent system as laid down by the corporation. The space required for group/queue formation wherever applicable in front of the facility shall be included in the setback from the adjoining curb line or any adjoining structure or site features. No advertising shall be permitted till the facility is completely operational. An "Out of Service" sign shall be placed on the facility in case of the facility becoming non-operative on account of a fault, repair or routine maintenance. All defunct or non-operational facilities shall not be allowed to advertise any advertisement.
2.3	Devices mounted on road side kiosks	Tea/Cold Drink Kiosk/Fruit juice, Snack bar, Florist, Paan, cigarette, kiosk, puncture repair, Kiosk for barber cobbler, milk booth etc.			< 2.25 Sqm		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.

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.4.	Devices along with information for public	city maps, colony maps etc.			< 2.25 sqm		
2.5	Devices mounted on public assistance facility	Police assistance, traffic police assistance, tourist assistance			< 2.25 sqm		
2.5.1	Devices Mounted on Street	Benches, Clock towers, dustbin etc.			< 2 sqm		• Advertisement on street furniture shall not exceed 2 sq. mtr. on a single side. • When more than one facility is installed parallel to the roadways or in a cluster, they shall be separated by a minimum of 5 mtr distance. • Shall not be placed so as to obstruct pedestrian movement and shall be located so as to not create a hazard for traffic, bicycle, or wheel chair users in and around the locations. • Not permitted on a road median, which is less than 1.2 mtr wide. • Shall not have sharp edges with a view to avoid a chance of injury or damage to any person or object. • On arterial roads with kerb,

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							the facility should be placed no closer than 1 mtr. from the face of the kerb shall be not less than 0.5 mtr. • Device mounted on street furniture shall be non reflective in nature.
2.6	Pier or pylon mounted device	Road flyover pylons, metro pillar etc.	0.76 m	0.1m	Not exceeding 0.91 sq. m	1.2 m	• 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. • No Pier surface mounted device shall be permitted on the pier abutting a traffic intersection. • The Pier surface mounted device shall be fitted on every alternate pier after the traffic intersection wherever it cuts under the viaduct or the flyover. • Surface mounted device shall be mounted on two sides of the Metro / Flyover pier in the direction of the traffic flow and not parallel to it. • In case of their being more than one Pier per bay as in the case of Flyovers, maximum of two surface mounted device shall be permitted per bay preferably on the outer road-side piers. • The Pier surface mounted device shall be fixed to the Pier with extreme care without causing any damage to the structure. Minimizing the contact points with the Pier, the fixing member/s shall be invisible and concealed behind the sign. • The Rights for advertising under the Metro Viaducts and Roadway Flyovers shall be granted in lieu of provision and maintenance of

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							landscaping of the areas located directly under the Viaducts and Flyovers.
2.7	Pole Kiosk:		0.76	0.1m	Not exceeding 0.91 sqm	1.2m	• Shall not exceed 0.91 sq. m of advertisement display area and shall only be displayed in portrait format. • Under no circumstances shall a sign project beyond 0.1m from the face of the pole on which it is mounted. • Advertisement Devices hall not be placed so as to obstruct pedestrian movement or view of the traffic (in case where sign is placed on the median of the road) or pedestrians (where sign is placed over a pedestrian walkway). • The commercial advertising sign attached to Pole Kiosk shall be non-reflective in nature. • The top of advertisement device shall be at least 2 m below any light fixture and the bottom of such poster not less than 3.0 m above the ground level. • Advertisement Device shall not cover any Mandatory/ Cautionary signs or the cover plates on street lamp pole. • Advertisement Device shall not be displayed on the first three street lamp poles from any intersection or traffic light. • Only one Advertisement Device structure (single frame containing one or two back to back posters) is permitted per street lamp pole. • The sides, top/bottom and the rear sides (in case of single sided sign) shall be framed with an appropriate material to hide the inside and their fixing system. • The material of the poster can be

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							paper (large size printed paper) or stretched vinyl sheet. • No projection, cutout on the pole kiosk is permitted.
2.8		Protection screen/nallah culvert advertising devices	1.2m	1.8m	< 2.16 sq. mtr.	0.75m	• Permitted only on road-facing side. • Shall be centered along with the structural grid of the existing protection screen by placing them centrally in between the structural support alternately e.g. one filled and two empty. • The advertising sign shall in no case project above the top of the edge of the protection screen. • The device panel corners shall not have sharp edges with a view to avoid any chance of injury or damage to any person or object.
2.9		Informal advertising display board	2.5m	1.2m	<3 sqm	1.2m	• 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. • As per the policy of Municipal Corporations of Delhi, informal advertising devices should be restricted to the specific site / wall as may be provided by the Municipal Corporations of Delhi 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. • In Municipal Corporations of Delhi area the billboard/poster will

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							be allowed for a maximum period of 1 week. • No political/religious/social poster free of cost should be allowed to be pasted beyond the stipulated area.
2.10		Vehicular Mounted Devices: Bus advertising-Private and public					• Area for advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle except the front of the vehicle. • Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation or conveyance of persons or commodities from one place to another, unless otherwise specified, no transportation vehicle shall be used for the sole purposes of advertising. • No vehicles carrying advertisement shall be parked on a public right of way or in a location on a private property, which is visible from a public right-of-way. • No animation or movement in any form shall be permitted in fleet advertising. • Advertising devices will be allowed inside the public utility vehicle. • Bus Advertising devices shall not interfere in any way with the mandatory vehicle signs such as purpose of the bus service, number plate, etc.
2.11	Vehicular Mounted Devices:	Metro trains City rails					• Metro Rails or The City Rails running within the city limits can use the entire exterior body of the rail wagon for the purpose of advertisement.
2.12	Vehicular	Delivery and	Na	Na	Na	Na	• Area for Advertisement/ name/logo shall not exceed 50% of

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
	Mounted Devices	service vehicle advertising					the surface area on each side of the vehicle. • Separate application for separate delivery vehicle, with detail of registration number etc • Taking clearance from Delhi Traffic police and RTO etc shall be the responsibility of advertiser. • The delivery vehicles shall only be permitted to advertise the own product / service offered/carried by the company/owner.
2.13		Taxi and intermediate public transport like auto rickshaw and radio taxis					• Area for Advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle. • Separate application for separate taxi, with detail of registration number etc • No animation or movement in any form shall be permitted on taxi advertising • Taking clearance from Delhi Traffic police and RTO etc shall be the responsibility of advertiser, and the conditions set by them shall be followed.
2.14		Mobile vehicle for purposes for advertising: Not permitted	NA	NA	NA	NA	
2.15		Air Borne devices (only permitted for social messages)	--	--	--	19.5m	• Air borne devices will be exclusively for social messages. • The Air Borne Device shall, be erected, fixed and secured in accordance with the specified guidelines as per Municipal CorporationsofDelhi offer letter/ contract/ agreement

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							• The gas used in inflating the balloon shall not be hazardous or flammable. • No other smaller balloons shall be attached to the balloon or its supporting or secure lines. • Air Borne Device not be permitted in the air funnel area. • As per NDMC the air-bone advertising devices may be permitted in central vista area & at Central park, Connaught Place with prior approval of Chairperson, NDMC.
2.16		Flag Signs	2 m	1.5 m	3sq m	2.2 m	• Flag Signs advertising device shall be permitted only in commercial areas/ markets. • This advertisement device shall be useful in attracting the shop owners in the market area to display their product for selling through smaller and uniform advertising medium which shall enhance the city aesthetics by way of advertisement on uniform platform. Note: The Length and Width for advertising display for Flag Sign is devices can be interchanged/altered as per suitability but not exceeding the total area (Length multiplied by Width).

7.2 a Specific Permission Criteria: Category 2

a.	Lateral placement	• Not permitted in road medians excluding Pole Kiosks. • Not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible • Not permitted within the pedestrian footpath and if any part of device is projected in the right of way • A minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc.

b.	Longitudinal Placement	• The distance shall be maintained as per the specific contract clauses as mentioned by Municipal Corporations of Delhi/NDMC while inviting tenders and proposals. • Any deviation from the clause shall be approved by the Commissioner of respective Municipal Corporations/Chairman, NDMC. • For devices mentioned under 2.1 for amenities, the location shall be such that it does not result in inappropriate stopping or parking of vehicles on roads. • A minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc. • Unless specified, the principle of lateral and longitudinal placement will be applicable to category 1 device only.

7.3 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 Depo	As per MCD/ NDMC and DTC approval	As per MCD / NDMC and DTC approval	As per MCD/ NDMC and DTC approval	As per MCD/ NDMC and DTC approval	As per MCD/ NDMC and DTC approval	• The approach end of passenger transport shelter shall be either open or transparent to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle. • The advertisement can either be backlit or nonlit, front lighting with additional projected brackets etc. • The advertisement devices shall not project outside the roof top boundary. • Non-static illumination, neons, changing LEDs, changing of illumination colour, flashing lights etc. are not permitted. • A minimum specified gap of 1500mm must be

<table>
<tr><th>S. No</th><th>Type</th><th>Description of device</th><th colspan="5">Specific parameters</th><th>Special conditions</th></tr>
<tr><th></th><th></th><th></th><th>Length</th><th>Width</th><th>Area</th><th>Max Height</th><th>Min ground clearance</th><th></th></tr>
<tr><td rowspan="2"></td><td rowspan="2"></td><td></td><td></td><td></td><td></td><td></td><td></td><td>maintained between the bus shelter and the site features like trees/shrubs, pavement curbs, boundary/building walls, electrical poles, etc.
• Since a BQS would only be erected at a site where it is not a traffic hazard, the advertisement on the BQS should be excluded from the various conditions of minimum distances from road junction, etc.
• The content of advertisement will be governed as per the general advertisement policy.</td></tr>
<tr><td colspan="8">Specific permission criteria for Bus shelter
• Any Advertising Device attached to a passenger transport shelter or a seat requires relevant DTC and Municipal Corporations of Delhi/NDMC approval.
• Sponsorship arrangements for the supply of infrastructure may be managed by Municipal Corporations of Delhi and DTC subject to keeping in considerations the interest of both.
• Where new infrastructure is to be installed under the jurisdiction of Municipal Corporations of Delhi/NDMC, the department shall be consulted by DTC and the advertiser (BOT or Swiss Challenge system) early in the planning phase.
• The proponent shall provide evidence of a public liability policy of insurance and must provide indemnity for all such installations.
• The bus shelters shall be provided with a city map of the neighborhood area close to bus stop, the map shall be provided on the side panels for the commuter to read easily.</td></tr>
</table>

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	**Width**	**Area**	**Max Height**	**Min ground clearance**	
3.2		Parking	As per MCD Approval	As per MCD Approval	As per MCD Approval	As per MCD Approval	As per MCD Approval	• No part of the parking advertising device shall project into the public right of way. • Parking signs should be electronic controlled to give clear information about occupancy status. Free Standing parking advertising devices shall be placed on the edge of the Authorized Parking Lots in a manner as to not interfere with vehicular or pedestrian movement into and out of the facility. • Advertising Sign face/ of the Free Standing advertising devices in parking area shall be oriented inwards facing the parking bays. • The number of free standing devices shall be determined by the peripheral length of the Parking facility. However, overall spread of the parking advertising Signs shall not exceed 50% of the Sum total of the peripheral length and the same shall be spread across to a maximum of three sides of the peripheral edge. • Minimum distance to be maintained shall not be less than 1.5m. • No Free Standing advertising device on any parking location shall be permitted abutting the

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								periphery of the following i. Access road passing in front of the Parking Lot / filling station ii. Shopping Arcade/ Precincts. iii. Access roads/ lane leading to another facility beyond • The power supply shall be as per mentioned in general permission criteria • System of state parking may be introduced which may be supported by the finances being accrued from the advertisement displayed on the stacks.
3.2.1		Parking (Two display boards)			Up to 18 sq. m		7 ft	• Two display boards of the size 40ft x 8ft each shall be permissible in each parking site. • The boards will contain advertisement at first half portion (20ft x 8ft) & parking rates prescribed by the MCD at the other half portion.
3.2.2		Two sides of Khokha			Up to 18 sq m			• 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

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	**Width**	**Area**	**Max Height**	**Min ground clearance**	
3.2.3								advertiser to ensure that Khokha are well lit and aesthetically built.
		Parking tickets and uniforms	As per MCD approval	As per MCD approval	As per MCD approval	As per MCD approval	As per MCD approval	• The parking tickets shall contain MCD hologram on the front side with rates of parking fee & advertisement on the reverse side. • There will be uniformity in the parking tickets in all MCD authorised parking areas.
		Specific permission criteria for parking The parking advertising rights shall be clubbed with developing a proper parking information system that should provide real time information on the proper location & availability of parking spaces to facilitate the 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 advertisement device						• All Landscape advertising devices shall be located only at design location as approved by Municipal Corporations of Delhi. • All Landscape advertising device shall be adequately maintained to assure continued readability of the message. • Advertiser shall be responsible for suitable upkeep and maintenance pruning of vegetation surrounding the landscape advertising devices such as shrubs etc. to enable visibility of the

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								advertisement. • No Landscape advertising device shall project beyond the assigned surface on which it is fixed. • Advertiser shall be responsible for all Landscaping related work including planting, daily maintenance and watering etc. • Permission should be given to the registered advertiser. The requirement of the landscape advertising for the specific zone shall be led down as decided by the Commissioner/Municipal Corporations of Delhi.
3.3.1		Fence Advertising devices	1.5m	<0.3m including base	2.25 sqm	1.5m	As per MCD approval	• The Fence Advertising Signs shall be Advertising Plates measuring 0.2sqm in area • The fence over which Sign is fixed shall consist of fence modules of specified design. In case of locations where the fence modules are not already in place the same shall be designed and approved by the Concerned Authority. • The signs shall be fixed on the outer face of the fence parallel to the direction of the traffic flow. • The sign shall be permitted on every alternate fence module maintaining a minimum interval of 3m centre to centre between

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								any two signs. • The sign shall be centered and aligned to the centre of the fence module horizontally • The total number of fence advertising signs appearing on a particular fence shall depend on the design and length of the fence. • The fence shall be covered with green cover such as creepers etc. to the maximum extent possible planted from within. • No illumination in any form shall be permitted on the fence advertising sign. • All fence advertising sign shall be non-reflective in nature. No retro-reflective, reflective film or paint shall be used on fence."
3.3.2		Devices mounted on tree guards	0.3m	0.3m	0.09 sqm	The device shall be integral part of tree guard	As per Municipal Corporations of Delhi approval	• Signs shall be square advertising plates measuring 0.3m x 0.3m. • The tree guards shall be provided with 1.5m x 1.5m or 1.2m x 1.2m cast iron modular grating for protection of roots and for water to seep in the roots, as per approved design by Municipal Corporations of Delhi. • The Tree Guards advertising sign attached to Tree Guard shall be non reflective in nature. • Advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the Tree

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								Guards advertising sign. • No illumination in any form shall- be permitted on the Tree Guards advertising sign. • Following ratio of 70:20:10 proportionate numbers of Tree Guard Advertising Signs shall be distributed at regular intervals for Commercial Advertising, social message and logos of participating agencies respectively. Permutations and combinations shall be worked out according to the - frequency of the Sign. • Permission should be granted in a transparent manner
3.4		Traffic barricading	0.6m	0.3m			Mounted on traffic barricading	• Signs shall be advertising plates measuring 0.6mx0.3m • Advertising sign shall be an integral part of the design. • The advertising sign attached to the barricading can be reflective in nature.

7.4 Specific Conditions : Category 4

S. No.	Type	Description of device	Specific parameters					General Conditions
			Length	Width	Area	Max Height	Min ground clearance	
4.1			Na	0.3m		<0. 9m in general	2.5m	• All Fascia signs shall conform (should not exceed) to a maximum

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
						and can be increased upto 2 m depending on the site condition and subject to approval of the Commissioner on case to case basis as explained in the note below.		height of 0.9m. • No part of any such sign shall extend above the top level of the wall upon or in front of which it is situated • The width of the signage is allowed to extent of the width of the shop- External Fascia signs shall be mounted at a datum line not lower than 0.9m from top finished level. • Within the enclosed corridors or verandah like in location, the fascia sign must follow the datum line coinciding with the top of the shop/ business opening. • Incase of double height openings in frontage the datum line of the sign shall be at 0.9m from the soffit of the ceiling. • The signage should not obstruct the open railings, jail, grill or any architectural features. Incase 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. • Each business shall restrict itself to only one fascia sign. The signs by no means shall exceed the frontage of the premises of the business (in terms of the Width). • One additional sign is

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								permitted for each business establishment having a rear, or side building face with a public entrance. • One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot. • Internal illumination of a translucent sign face, or individual letters, characters or figures shall be permitted, such that the sign face, letter or character glows. • Flashing and Mechanical Movement graphics are not permitted. Excessive or Special illumination schemes, both on & within buildings (including windows & doorways) and sites shall not be permitted. Illuminated & animated signs are not to detract from the architecture of the supporting building during the daytime. • The Owner of Shop/Business Establishment/Institution shall only be permitted to advertise the organization/business name/logo for self- signage having area less than/equal to 2.5 sqm, which is free of charge, No surrogate advertising shall be permitted . • The Owner of Shop/Business

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								Establishment/Institution shall be permitted to advertise the organization/business/product/service/ name/logo for Self Signages having area more than 2.5 sqm subject to payment of Advertisement Fee and Prior written Permission of Commissioner, Municipal Corporations of Delhi.
• Note :- The maximum height limit of Self Signages for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex etc. shall be maximum 2 metre(proportionate to the Building façade area) as decided by the Commissioner, Municipal Corporations of Delhi on case to case basis. The signage shall not block natural light or ventilation in building/premise and shall not contravene the criteria mentioned above in general conditions.								
4.2	On premises signs. Awning Sign:		<2m	<1m	<2sqm	As approved by Municipal Corporations of Delhi	2.7m	• A sign shall be fixed at right angles to the street line. • Where enterprise facades exceed 20m in length, more than one sign may be allowed, spaced at a minimum of 6m intervals. • Self-illuminated Awning Signs are not permitted. • Permitted only on premises used for commercial, office, industrial or entertainment purposes. No Under-awning sign shall project at any point more than 100 mm from the surface to which it is affixed. • No Under-awning sign shall exceed a vertical dimension of 600mm and a horizontal dimension of 900 mm • No Under-awning sign shall extend above, below or beyond any extremity of

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								a parapet wall, balustrade, railing, beam or fascia. • Not more than one Under-awning sign per facade per enterprise shall be allowed, unless the facade exceeds 20m in length, where more than one sign shall be allowed if they are spaced at a minimum of 6m Intervals.
4.3		Projected sign: for self advertising only						• Maximum height of letters: not exceeding 250mm when horizontally aligned; not exceeding 400mm when vertically aligned to the sign. • Maximum height of logo shall not exceed 750mm within the sign surface. • In no case shall any projecting sign be attached to a lamppost, traffic sign or any vertical structure other than the shop front where the business or service is practiced. • In no case, shall any projecting sign be attached to a heritage building, educational facilities, and buildings that house government offices. • 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.
		Installed on Building					>2.5m but <9m	• Projecting signs overhanging public land must have a minimum clearance of 2.5 meters above ground level (or a

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
		ht not exceeding 18m						footpath). • No projection of the signage or any part of its supports or frame- work shall project more than 1 m beyond the building. • The sign shall not project more than 0.6m beyond the building, or plot line facing the street. • A projecting sign shall not be fixed other than at right angles to the street line. • No projected sign shall be attached to the transom of a doorway or display window. • No projecting signs shall extend above the parapet or top most edge of a roof or above the part of the building face to which it is attached.
		Installed on building ht not exceeding 36m					12m	• Only one projecting sign shall be allowed per enterprise façade provided the width of the facade is at least 4.5m. • Only one projecting sign per façade shall be permitted vertically as well as horizontally • Material of the framework or supporting structure of the sign should be made of non-combustible material. • The lateral movement of the sign should be restricted and restrained securely using appropriate bracing/ bracketing to prevent from swinging.

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
		Installed on building ht exceeding 36m						• The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points/ loading points.
4.4		Foot way and road side vendor sign		0.6m	0.6m	0.36sq.m	1m	NA	• Footway signs are permitted within the Clear Zone provided that the structure, which performs the sole purpose of supporting the Advertising Device, is frangible. • No portion of a footway signs shall project over the carriageway or any surface used by motor vehicles. • The placement of a footway sign not cause a safety hazard to other traffic (eg. Pedestrians and cyclists) • Generally be limited to one sign per premises in busy business precincts. • Generally be limited to two signs per premises where there is more than one business on the premises • Be located directly outside the premises they refer to. • Not be located so as to restrict sight distance on approaches to intersections or the restrict the visibility of other authorized signs. • Be permitted only during trading hours. • Footway signs shall have a maximum height of 1.0

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								meter, a maximum width of 0.6 meters and a maximum depth of 0.6 meters. • Footway signs shall relate only to the business or product that may be obtained on the premises.
4.5		Real estate sign: for self advertising only		NA	NA	<2sqm	1m	NA	• A Real estate Sign shall be erected to advertise the sale/rent or lease of property upon which the sign is placed. • All Real estate Sign shall be temporary in nature. • All Real estate Sign shall be non-illuminated. • All Real estate Sign shall be displayed only during the times the premise is open for inspection or to be let out. No Real estate sign shall be placed at a distance less than 4m from the street line or the road right-of-way. • A Real estate Sign shall be placed so as to not impede pedestrian or traffic now. • Real estate sign shall be limited to one sign per street face • The maximum size of Real estate Sign permitted shall not exceed 2 sqm (but not more than 1 sqm per side). • A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height.
4.6		Welcome sign		NA	<3.85sqm	1.6m	Na		The content of welcome sign must be approved by MCD Commissioner

S. No	Type	Description of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
4.7		Construction sign: For self advertising only	NA	NA	< 4.4 sqm	3m	NA	• Under no circumstance shall a Construction Site sign be permitted prior to the issuance of first building permit. • A sign shall not be permitted unless there is direct access to that road from the property being advertised. • Signs shall be located as close as practicable next to, and parallel to, the property alignment. • A sign shall not interfere with any underground services. • No portion of a sign shall project over the carriageway or any surface used by motor vehicles. • The placement of the sign shall not cause a safety hazard to traffic (eg. vehicles, pedestrians and cyclists) • Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles. • One or more signs as per the guide, with a maximum area of 1 sqm, may be displayed per property.

Permission criteria for Self-Signage (Catergory-4):

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 from 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 and/or physical clutter.
- 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.

7.5 Variable Message Advertising Devices like LED, LCD Screens/Module etc.

Because electronic displays are conspicuous by design and may have the potential to distract motorists, the objective is to limit this potential. It will be preferable if it is installed in the market area, commercial hubs and should not face the vehicular movement of traffic on major roads i.e roads having Right of Way more than 100 feet.

The following controls aim to reduce the frequency and extent of movement and colour change within a display.

i. Signs should be installed only where the required sign viewing time does not result in a safety problem for the particular environment.
ii. Sign should not be facing and shall not be visible from any major roads meant for vehicular traffic.
iii. There is adequate advance visibility to read the sign.
iv. The environment is free from driver decision points and there is no competition with official traffic signs.

7.5.1. Graphic with or without text

While driving the drivers glance from road to read the content of sign, and then glance back on road. In a study, it was concluded that during this glance, the maximum amount of copy which can be read by ordinary driver is three to four familiar words.

Electronic display generally refers to variable message sign (VMS) which may display combinations of any of the following:-

i. Graphics, pictures, shapes, conspicuous colours or colour combinations. It may or may not contain text.
ii. Long duration display periods are preferred in order to minimize driver distraction and reduce the amount of perceived movement. Each screen should have a minimum display period of 8 seconds. The time taken for consecutive displays to change should be within 0.1 seconds.
iii. The complete screen display should change instantaneously.
iv. Sequential message sets are not recommended.
v. The time limits should be reviewed periodically.

The policy shall also be open towards providing and developing these mediums for provision of new public services/utilities etc. for the overall development of the city without being a hazard to traffic

or the visual environment of the city. The permission shall be taken from Commissioner, Municipal Corporations of Delhi, on case to case basis, before implementing any such mediums.

8. Implementation of the policy

8.1 Compliance, enforcement and removal of unauthorized advertising devices

MCD officers and other agencies, local governments should be familiar with the management responsibility for advertising in outdoor for city. In particular, staff should be alert to the existence of unauthorized Advertising Devices within their jurisdiction. A range of actions is available when an Advertising Device is observed to create a traffic hazard and does not comply with the requirements of this Policy:-

(a) To ensure equity, enforcement should be applied uniformly across Delhi.

(b) Any unauthorized Devices installed at any location, property, vehicle, bridge, building etc shall be removed. No leniency shall be shown towards any violator or unauthorized device, during the removal of any unauthorized device, the priority shall be to remove the devices creating a traffic hazard.

i. If the Advertising Device is creating, or likely to create, a traffic hazard, immediate action should be taken to remove the Advertising Device.

ii. Low value Advertising Devices may be immediately removed and disposed of. These are typically attached to guide posts, power poles, lighting columns and trees; and manufactured from low cost materials such as cardboards or conflate.

iii. Higher value sign devices such as steel framed Advertised-signs, wall mounted panels, unregistered trailers or devices that incorporate a substantial structure where the device does not pose a traffic hazard, the owner must be advised in writing of the required action to be taken within a specified time period. The Advertising Device may be removed if, after reasonable effort, its owner is not removing the advertisement or cannot be located. If the Advertising Device owner has not satisfactorily undertaken remedial action within the specified time period, the Advertising Device may be either altered, relocated, made safe or removed by Municipal Corporations of Delhi on the instructions of Commissioner.

iv. Where unauthorized advertising is removed, it may be disposed of after being stored for period of 15 days. The owner may collect the Advertising Device upon payment of a fee as fixed by Commissioner, Municipal Corporations of Delhi, plus additional penalties.

v. Advertising attached to a vehicle, where a registered motor vehicle or trailer is parked within the jurisdiction of Municipal Corporations of Delhi road for the sole purpose of Advertising, the Delhi Traffic Police should be requested to remove the vehicle. A current registration label or registration plate would be evidence of registration. The vehicle owner shall be given custody of vehicle only after paying the fine or penalties, otherwise the vehicle can be confiscated and non-payment of penalties in due time would lead to MCD and Traffic police to dispose the vehicle.

8.2 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 unauthorized 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 Delhi prevention of defacement of property act, 2007.

8.3 Jurisdiction

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

8.4 Indemnity

A licensee/sign owner/applicant (licensee) shall be required to indemnify the Municipal Corporations of Delhi/NDMC for the designated Advertising Device and activities located within the jurisdiction of Municipal Corporations of Delhi/NDMC. The licensee shall indemnify the Municipal Corporations of Delhi against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Municipal Corporations of Delhi/NDMC which arise as a result of the installation of an Advertising Device. The licensee shall keep the Municipal Corporations of Delhi/NDMC indemnified against all actions, proceedings, claims, demands, costs losses damages and expenses which may be brought against, or made upon, the Municipal Corporations of Delhi/NDMC 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 Municipal Corporations of Delhi/NDMC in respect of any such claim or claims.

8.5 Insurance

The Licensee shall provide evidence of public liability insurance for the following types of Advertising Devices and activities located within the boundaries of Municipal Corporations of Delhi/NDMC.

i. Category 1 Advertising Devices
ii. Category 2 Advertising Devices
iii. 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 Municipal Corporations of Delhi/NDMC) 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.
iv. The public liability policy of insurance shall be for an amount as specified by Municipal Corporations of Delhi/NDMC for any single event (or such higher amount as may be notified in writing by the Municipal Corporations of Delhi/NDMC from time to time) and shall be effected with and insurer approved in writing by the Municipal Corporations of Delhi/NDMC and on the terms approved in writing by the Municipal Corporations of Delhi/NDMC

v. 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.

vi. The licensee shall produce evidence to the satisfaction of the Municipal Corporations of Delhi/NDMC 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 Municipal Corporations of Delhi/NDMC.

8.6 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 Municipal Corporations of Delhi/NDMC shall provide a statement of reasons for the decision.

8.7 Penalty

- Whoever contravenes any provisions of the Act, the Bye-Laws and this policy the term and conditions on the subject or fails to comply with the order or directions lawfully given shall be punishable with a Fine/Penalty as decided by Commissioner of respective Municipal Corporations for each day during which such contravention or failure continues.
- Any unauthorized/illegal Advertisement will attract penalty for each day, the quantum of such penalty shall be decided by the Commissioner, SDMC/North DMC/EDMC/Chairman, New Delhi Municipal Council under their jurisdictions.
- If the contravention still continues, the Commissioner shall require the owner or occupier of the (and, wall, hoarding, frame, pose, or vehicle upon or over removed such advertisement or enter any land, building, property or vehicle and have the advertisement dismantled, taken down or removed or spoiled, defaced or screened.
- Any other action including blacklisting of agency or advertiser may be taken as decided by the Commissioner of Municipal Corporation.

9 Procedure and terms for grant of permission

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. This provision will not apply to DMRC, which has signed a three-year MoU with SDMC on 30/5/2016 and with EDMC on 04/11/2016 with the specific provisions of not seeking prior permission on outdoor advertisement contracts. However, this exemption will not be valid in the case of Category 1 advertising devices as provided in Table 5.1.
   The said application form duly completed in all respects shall be submitted or cause to be submitted by the applicant in the concerned department of Municipal Corporations of Delhi against a proper receipt, The Commissioner/chairman or the Officials authorized by him 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, the Bye-laws made there under and Outdoor Advertisement Policy.

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 form 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.
3. 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.
4. If any advertisement fees and/or penalty/interest is not paid within stipulated time after the demand notice, the same shall be recoverable as an arrear and the permission shall be deemed to be terminated. The Commissioner/chairman shall be at liberty to remove the hoarding and take any other action as deemed fit etc.
5. 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 expenses regarding removal of such unauthorized advertisement or hoardings shall be recovered from the concerned as per Commissioner, Municipal Corporations of Delhi/NDMC chairman instructions.
6. Contracts of outdoor advertisement will be given for a maximum period of 3 years. In case there is an exception to this then the agency desirous of giving a contract for a longer period will be required to consult/ seek approval of the regulator namely Municipal Corporations of Delhi.
7. Advertisement companies which are blacklisted by Municipal Corporations or not registered as an advertiser with the Municipal Corporations are not allowed to get the advertisement contract from any agencies within the jurisdiction of Municipal Corporations.

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI

(DEPARTMENT OF LAW, JUSTICE & LEGISLATIVE AFFAIRS)

8th LEVEL, C-WING, DELHI SECRETARIAT, NEW DELHI

No. F 14(28)/ LA-2006/LC LAW/42-51 Dated the 29th January, 2009

NOTIFICATION

F.14(28)/LA. The following Act of the Legislative Assembly of the National Capital Territory of Delhi received the assent of the President of India on the 17th, January 2009 and is hereby published for general information :-

" The Delhi Prevention of Defacement of Property Act, 2007"

(Delhi Act 1 of 2009)

(As passed by the Legislative Assembly of the National Capital Territory of Delhi on 31st March 2008)

(17th January, 2009)

An Act to provide for the prevention of defacement of properties and for matters connected therewith or incidental thereto in the National Capital Territory of Delhi.

BE it enacted by the Legislative Assembly of the National Capital Territory of Delhi in the Fifty-ninth year of the Republic of India as follows:-

1. Short title, extent and commencement

(1) This Act may be called the Delhi Prevention of Defacement of Property Act, 2007.

(2) It extends to the whole of the National Capital Territory of Delhi.

(3) It shall come into force on such date as the Lieutenant Governor of the National Capital Territory of Delhi may, by notification in the Official Gazette, appoint.

2. Definitions

In this Act, unless the context otherwise requires, -

(a) "defacement" includes impairing or interfering with the appearance or beauty, damaging, disfiguring, spoiling or injuring in any other way whatsoever and the word "deface" shall be construed accordingly;

(b) "Lieutenant Governor" means the Lieutenant Governor of the National Capital Territory of Delhi appointed by the President under Article 239 and designated as such under Article 239AA of the Constitution;

(c) "property" includes any building, hut, structure, wall, tree, fence, post, pole or any other erection;

(d) "writing" includes printing, painting, decoration, lettering, ornamentation etc., produced by stencil.

3. Penalty for defacement of property

(1) Whoever defaces any property in public view by writing or marking with ink, chalk, paint or any other material except for the purpose of indicating the name and address of the owner or occupier of such property, shall be punishable with imprisonment for a term which may extend to one year, or with fine which may extend to fifty thousand rupees, or with both.

(2) When any offence is committed under sub-section (1) is for the benefit of some other person or a company or other body corporate or an association of persons (whether incorporated or not) then, such other person and every **president, chairman, director,** partner, manager, secretary, agent or any other officer or persons connected with the management thereof, as the case maybe, shall, unless he proves the offence was committed without his knowledge or consent, be deemed to be guilty of such offence.

(3) The aforesaid penalties will be without prejudice to the provisions of Section 425 and Section 434 of the Indian Penal Code, 1860 (45 of 1860) and the provisions of relevant Municipal Acts.

4. Composition of offences

(1) Any offence of defacement whether committed before or after the commencement of this Act punishable under Section 3, may either before or after the institution of the prosecution, be compounded by such officers or authorities and for such amount as the Government may, by notification in the Official Gazette, specify in this behalf.

(2) Where an offence has been compounded under sub section (1), the offender, if in custody, shall be discharged and no further proceedings shall be taken against him in respect of such offence.

5. **Offence to be cognizable**

An offence punishable under this act shall be cognizable

6. Power of the Lieutenant Governor to erase writing, etc.

Without prejudice to the provisions of Section 3, it shall be competent for the Lieutenant Governor to take such steps as may be necessary for erasing any writing, freeing any defacement or removing any mark from any property.

7. Act to override other Laws

The provisions of this Act shall have effect notwithstanding anything to the contrary contained in any other laws for the time being in force:

Provided that the provisions of this Act shall not be applicable to advertisements displayed at duly authorised public spaces for advertising by appropriate authorities.

8. Repeal and Savings

On the day on which the Delhi Prevention of Defacement of Property Act,2007 comes into force , the West Bengal Prevention of Defacement of Property Act, 1976 (Bengal Act no.21 of 1976) as extended to the National Capital Territory of Delhi shall cease to have effect except in case of things done or omitted to be done before the commencement of this Act.

(Sd Savita Rao)

Joint Secretary (Law)

DEPARTMENT OF URBAN DEVELOPMENT

NOTIFICATIONS

Delhi, the 24th February,2009

F.No.18(A)/43/2000/UD/Pt.F.-1/3371.

In exercise of the powers conferred by sub-section (3) of section 1 of the Delhi Prevention of Defacement of Property Act, 2007 (Delhi Act 1 of 2009), the Lt Governor of the National Capital Territory of Delhi is pleased to appoint the 1st day of March, 2009 as the date on which the said Act shall come into force.

These explanations are added by Col Shivraj.

1. Defacement is basically of four types as under :-

(a) Posters

(b) Writings on the wall

(c) Banners

These 3 are totally banned under this Act.

(d) Hoardings .

These are allowed at the specific places by the civic agencies for a specific period after paying the normal charges. All other hoardings are illegal under this Act.

2. **Property includes any property (Govt or Private) in public view like buildings, hut, structure, wall, poles / posts, trees, roof tops or any other erection.**
3. **The guilty of the defacement shall be the owner, President, Director, Partner, agent or any other officer responsible with the management thereof.**
4. **Posters, Banners and Writings on the Wall are totally banned. Hoardings are allowed only at the specified places after taking the due permission from the civic agency. All other Hoardings are illegal under this Act.**

Prevention of Defacement of Property and Other Campaign Related Items – Revised Instructions issued by ECI