

DRAFT ANDHRA PRADESH MUNICIPAL ADVERTISEMENT POLICY

1. Title

- 1.1 These guidelines may be called the Andhra Pradesh Municipal Advertisement Policy Guidelines.

2. Application

- 2.1. These guidelines are applicable to all advertisements within the limits of Nagar Panchayats, Municipalities and Corporations in Andhra Pradesh, whether on land, building, wall, hoarding, frame, kiosk, post, tree guards or by any other means whatsoever by which it is open to public viewing, visible from a public street or public place, whether moving or nonmoving.
- 2.2. These guidelines shall apply in general to sign boards, banners, boards, balloons, gantries, sub ways, illuminated and non illuminated hoardings (including neon signs, electronic sign boards, video display boards etc.)mobile vans, passage shelters, posters, signs, temporary arches, and any other means of display of advertisements.
- 2.3. These guidelines however, do not apply to the following
 - i. Newspaper advertisements
 - ii. Radio and television broadcasts
 - iii. Advertisements relating to public meeting or to an election to the Parliament or the State Legislature or the Corporation or to candidature in respect of such election
 - iv. Exhibits within the doors/windows of any building, if the advertisement relates to the trade, profession or business carried on in that building
 - v. Relating to the name of the land or building upon or which the advertisement is exhibited or to the name of the owner or occupier of such land or building.

3. Commencement

- 3.1. The guidelines shall come into effect from their date of issue.
- 3.2. These guidelines have incorporated all previously followed guidelines and hence shall supersede all other guidelines issued and practices followed in the past in this respect.

4. Objectives

- 4.1. Objectives of the policy are:
 - a. To insist or permit advertisement hoardings and to indicate guidelines for locating these advertisements keeping in view of public safety and road safety
 - b. To discourage visual clutter caused by advertisement hoardings
 - c. Use of advertisements to enhance the physical character and visual appearance of the city.
 - d. To encourage advertisements on public service, amenities so as to improve revenue viability of these provisions
 - e. To consider the ambience of an area, the architectural character of the area or building in particular while permitting the advertisements. This would require the policy to consider location, size, design, and type of sign, where the potential for creation of visual clutter and conflicts with traffic safety is minimal.
 - f. To specify the maximum size and dimension of the hoarding taking into the account of visibility and structural concerns
 - g. To specify enforcement measures to ensure that hoardings follow these stipulations, to penalize and remove unauthorized hoardings.

5. Category Of Advertisement Hoardings

- ⇒ Unipoles
- ⇒ Hoardings- ground level and roof top
- ⇒ On central median, electric poles, kiosks
- ⇒ On buses, taxis, bus shelters

- ⇒ Glow sign boards
- ⇒ On floating balloons
- ⇒ On tree guards

6. Guiding Principles for permitting Advertisement Hoardings

- 6.1. The policy for outdoor advertisement should not be driven by revenue, but by the city development imperatives.
- 6.2. The policy should explicitly work to discourage visual clutter.
- 6.3. The policy should be so designed that it does not compromise on road safety, it should ensure that outdoor advertising is not hazardous to road and pedestrian traffic.
- 6.4. Size and type of the advertisements should depend upon the use of land
- 6.5. Advertisements on street furniture should be primarily promoted for the public good and comfort. Advertisements should not play a decisive role in the placement of street furniture vice versa.
- 6.6. Permission to an advertising hoarding should be permitted based on the following criteria:-
 - (i) If they support the commercial viability of a significant building tenant (advertisement in cinemas etc).
 - (ii) If they advertise a civic/community event involving the city
 - (iii) If they can be considered as a public art
 - (IV) If the cumulative impact of the sign does not give rise to visual clutter.

7. Places for Display of Advertisements

- 7.1 Municipal Commissioner may allow display of advertisement on any land, building, wall, hoarding, frame, post, kiosk, structure or in any manner whatsoever for public view, visible from a public street or public place, in any place, provided the guidelines are complied with.

8. Places / Areas where Erection and Display of Hoardings Prohibited :-

8.1 No Advertisement shall be permitted in front of /inside the compound of/
on the walls of any

- a) Buildings of archaeological, architectural, aesthetical, historical or heritage importance
- b) Places of worship or of religions significance
- c) Statues, minarets or pillars of heritage importance
- d) Painted advertisements on tree barks/other fauna
- e) Hospitals and nursing homes and
- f) Educational institutions
- g) Cremation grounds, graveyards
- h) Police stations, post offices, any government or municipal corporation building/ office
- i) Parks and Gardens
- j) Water Bodies, Nalas & Sikhams (Govt.) lands
- k) Rocks
- l) Flyover / Bridges
- m) Rocks

8.2 No sign boards / advertisement hoardings shall obstruct natural light or ventilation in the buildings.

8.3 At major intersections or merging and diverging lanes

8.4 On National and State Highways, hoardings shall not be permitted

8.4.1 At or within 100m of any road junction, bridge or railway crossing or another crossing. In Urban areas, this distance may be reduced to 50m provided there is no conflict with the requirements stated further on.

8.4.2 within 10m of the edge of a carriage way

8.4.3 Within right-of-way of the road

8.5 Any other places which is decided by the Commissioner / the Government.

9. Norms and Procedure for According Sanction to Advertisement Hoardings :-

- 9.1 Instead of allowing Advertisement hoardings in every part of the city and also in order to control the visual pollution caused by these advertisements, it is necessary that specific locations may have to be identified for putting Advertisement hoardings.
- 9.2 The Advertisement hoardings may be allowed in commercial / industrial land use.
- 9.3 The large bill board may be erected only in commercial business districts or only commercial areas.
- 9.4 The hoarding shall be discouraged in residential colonies.
- 9.5 The minimum distance between two Advertisement hoardings shall be 30mtrs. Should not be erected with the vicinity of 15mtrs from flyover / road & railway bridges/ traffic junctions.
- 9.6 A minimum safe distance of 200 mtrs shall be maintained from transmission electric lines. No permission shall be granted near / beneath the electrical transmission wires passing through the proposed spot.
- 9.7 The proposed erection shall not obstruct or block the view of existing sky signs.
- 9.8 The board must be fixed with vinyl or any other flexible material only and no tin sheet boards area permitted.
- 9.9 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 warning lights.
- 9.10 Moving, rotating or variable message Advertising Devices shall not be allowed as they will distract the motorists.

10. Contents Of Advertisement:-

- 10.1 The content of advertisement shall be necessarily to be approved by the competent authority.
- 10.2 At least 10% of the Advertisement Hoardings or 10% of time period shall be used exclusively for social measure including Government / local body announcements, schemes etc.,
- 10.3 List of negative advertisements as per the Advertisement Insurance code shall not be allowed. These are
- (i) Advertisements propagating racial caste or community discrimination
 - (ii) Advertisements depicting cruelty to animals
 - (iii) Advertisements containing nudity
 - (iv) Advertisements glorifying violence
 - (v) Advertisements propagating exploitation of woman or child
 - (vi) Advertisements banned by Council of India or by law
 - (vii) Advertisement of drugs, alcohol, cigarette or tobacco items
 - (viii) Advertisements depicting any nation or Institution in poor light
 - (ix) Advertisements with indecent or obscene content (graphics, images or text)
 - (X) Advertisements of weapons and related items

11. Physical Characteristics of The Hoardings :-

11.1 Size and Shape

- 11.1.1 Advertising devices shall not use shapes that could potentially result in being mistaken for an official traffic sign
- 11.1.2 The competent authority shall specify the maximum size of the hoardings in length and width and shall specify the minimum height from the ground level for each category of Hoardings.
- 11.1.3 Standard design parameter as given in the National Building Code shall be followed strictly

MAXIMUM SIZE OF THE HOARDINGS PERMISSIBLE

Sl. No	Description of Advertisement	Maximum Size of display	Height from Ground level	Conditions
1	Uni-pole	30' X 30'	80ft	1. To be allowed only in major commercial areas. 2. The size of hoarding shall in general be proportional to the general average width of the abutting road
2	Ground level Hoarding	30' X 20'	40ft	1. No hoarding shall be permitted on a footpath with width less than 6 feet
3	For roof top hoardings	30' X 15'	25ft	a. Hoarding on a terrace shall not be allowed to project beyond the building line b. No hoarding shall be erected on a building of height more than 15 meters.
4	Central Median	3'x2'	2'	
5	Electrical Pole Kiosk	2'X4'	10'	
6	On flyovers and bridges	The length shall not exceed 60 feet		a)The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge. b) The maximum height of the advertisement shall not exceed the height of the parapet of the bridge
7	On floating balloons			a). The agency shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisement. The agency shall make necessary arrangements for monitorin the movement of the balloon during its display b) The agency shall provide "No Objection Certificate" (NOC) from the Ministry of Civil Aviation, Govt. of India and shall observe their rules and regulationsg
8	On buses and taxis and Glow sign boards	75% of the surface area on each side except the entire front portion and rear window of vehicle		a) Advertisements shall be affixed, painted, magnetically applied on the outer surfaces of the vehicle or mounted on the vehicle as specified. c) No animation or movement of any form shall be permitted in fleet advertising d) Advertising devices shall not interfere in anyway with the mandatory vehicle signs such as purpose of the bus service, number plate etc.
9	On bus shelters	20'x6'		a)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 b) Advertisements have to be part of the structure and cannot be suspended or be an addition to the primary structure c) The advertisement shall either be backlit or nonlit, front lighting with external projections shall not be permitted. e) The advertisement devices shall not project outside the rooftop boundary f) Non static illumination, changing LEDs, flashing lights shall not be permitted
10	On tree guards	2'x2'		a)Signs shall be quare advertising plates of the specified measurements b) The advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the tree guard advertising sign c) No illumination in any form shall be permitted on the tree guards advertising signs
11	Parking and traffic barracading			a)No part of the parking advertising device shall project into the public right of way b) Advertisement devices should not obstruct the available parking space
12	Sign or Sign Board			
13	Neon Sign			

11.2. Colour

- 11.2.1. The code of practice for Road Signs IRC:67-2001, by Indian roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.
- 11.2.2 Advertising devices shall not use colours that could potentially result in an Advertising Device being mistaken for an official traffic sign.

11.3. Illumination and Luminance

- 11.3.1 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 warning lights.
- 11.3.2 External illumination sources shall be shielded and should not face the observer directly
- 11.3.3 Illumination of advertising device should be concealed or be an integral part of it
- 11.3.4 Illuminated advertisements of such intensity or brilliance as to cause glare or impair vision of the driver or pedestrians, or which otherwise interfere with any operations of driving shall not be allowed.
- 11.3.5 Advertisements illuminated in such a way as to obscure or diminish effectiveness of any official sign, device or signal shall not be allowed.

11.4. Structure:

- 11.4.1 Advertisement Device structures shall be certified by a licenced Structural Engineer practicing in the field of Structural Engineering

- 11.4.2 The certification should comply with relevant Indian structural design standards and relevant codes of practice
- 11.4.3 The device structure should be well maintained. It shall be painted in colours that are consistent with, and enhance appearance of the surrounding area
- 11.4.4 The name of the advertising device license holder should be placed in a conspicuous position on the device

12. Structural Stability of the Hoardings :-

- 12.1. The Advertisement shall be checked for structural stability extreme wind conditions, earthquake resistance, soil bearing capacity, foundations etc.,
- 12.2. The structural design of the foundation/footing shall be in accordance to the various types of dead/ live loads and wind pressures and shall be necessarily approved by an authorized Structural Engineer
- 12.3. A certificate from the licensed Structural Engineer shall be submitted at the time of application and also after erection.
- 12.4. The Empanelled Structural Engineers certify the velocity wind in the area where the Uni-poles / Hoardings is proposed. In respect of the Uni-poles / Hoardings erected the Empanelled Structural Engineers certify with special reference to anchoring, proper arrangement of Bolts, anti Rusting measures taken and the quality of material used. In addition to this the Municipal Commissioner should also insist on soil testing and its suitability for erection of Uni-poles / Hoardings.
- 12.5. Empanelled Engineer has to certify the stability of the structure from safety point of view, with special reference to velocity of wind, present stage of the material, anchoring. Every agency is requested to submit the Structural Stability Certificate at the

commencement of each financial year without which renewal is not permitted by local body.

- 12.6. The Uni-poles / Hoardings should not be installed in the Nalas, near the place of Worship, in close proximity to HT / LT Electrical Wires. And the Uni-poles / Hoardings erected should not protrude on to the Roads or Footpaths from public safety point of view.

13. Sources for Electrical Connection and Promotion of Renewable Energy:

- 13.1 The electrical connections to advertising devices shall be in accordance with relevant Bureau of Indian Standards
- 13.2 The power consumer or the licensee shall make application for power connection and shall obtain electricity connection from the Power Distribution Company in his name, after having obtained a "No Objection Certificate" from the ULB
- 13.3 The electrical installation work shall be performed by a licensed electrical worker in accordance with the electricity regulations.
- 13.4 To promote conservation of electricity, it is important that as far as possible, the illumination devices at all outdoor advertising devices shall draw power from alternate renewable resources like Solar Power.
- 13.5 Incentives shall be given in the form of reduced monthly license fee (33% rebate) to all advertisers who invest in alternate renewable resources for drawing power supply for illumination
- 13.6 No generators 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 advertising device.

14. Authority

14.1. The Government reserves the right to review, amend, waive or modify the aforementioned conditions or restrictions at its discretion.

15. Grant of Permission for Advertisement Hoarding

15.1. No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosk or structure any advertisement, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place, in any place within the city without the prior written permission of the Municipal Commissioner.

15.2 The permission is granted at one time for a period not exceeding three years, with renewal each & every year.

15.3 The written permission or the renewal granted by the Authority shall become void :

- (i) If any hoarding or the part thereof falls either through an accident or any other causes;
- (ii) If any addition is made except for the purpose of making it secure under the direction of the Authority.
- (iii) If any change is made in the hoarding or part thereof;
- (iv) If any addition or alteration is made to the building or structure upon or over which the hoarding is erected and if such addition or alteration involves disturbance of the hoarding or any part thereof; and
- (v) If the building or structure upon or over which the hoarding is erected demolished or destroyed.

15.4 In the public interest the Authority shall have the right to suspend/revoke the licence even before the expiry period, upon which the licensee shall remove the hoarding.

- 15.5 The licensee shall be responsible for the observance of all the rules and regulations laid down by the Authority
- 15.6 No hoarding sign on the highways shall be put without the permission of the Authority maintaining incharge of high ways, roads
- 15.7 The Municipal Commissioner has the right to disapprove a sign or hoarding which he considers to be offensive, or when he is of the opinion that the type, position, size, appearance, illumination, animation, content or other characteristics of the sign or hoarding may adversely affect
- i. The ambience of the area
 - ii. The architectural character or appearance of the building, streetscape or precinct
 - iii. Traffic safety
- 15.8 In addition all hoardings shall conform to the general requirements given in National Building Code.

16. Procedure For Obtaining Permission :-

- 16.1. Every person intending to erect, alter or display an advertising hoarding for which a permit or licence is required, shall make application to the Authority on the prescribed form containing such particulars as the Authority may require. Such a form (see Appendix A) shall be signed by the applicant and by the owner of the site upon which such hoarding is or is to be situated and shall include the following information :
- a) Full specifications showing the length, height and weight of the hoarding, the location where it is to be erected, the manufacturer's name and address and where applicable, the number of lights and electrical details of the same.
 - b) Such form shall be accompanied by a location plan indicating the position of the hoarding on the site drawn to a scale of

1:500 and by full detail drawing drawn to a scale of 1:20 or an exact multiple thereof in ink or on prints including. If required by the Authority, an elevation showing the hoarding in relation to the façade.

- c) In the case of roof top hoardings, projecting hoardings or ground level hoardings in addition to the foregoing, the size of all members of supporting frameworks and anchorages, and if required by the Authority, the necessary design calculations shall be furnished with the application.
- d) Structural Engineer certificate indicating the stability of the hoarding and also the building in case of roof top hoardings.
- e) Any other particulars as may be desired by the authority covered in 6 and its sub-clauses.
- f) In the case of sky signs, necessary information as desired by the Authority may be supplied.

16.2 The applicant shall pay the requisite application processing fees according to the Schedule of Rates issued by the authority .

16.3 The decision to accept and reject an advertisement shall solely remain in the hands of the Municipal Commissioner based on the compliance with the notified advertisement guideline.

16.4 The competent authority shall scrutinize the same and accord permission or reject the propose within 30 days from the receipt of the application.

16.5 In case of private sites / buildings, NOC from the owner of the site / building shall be obtained and submit to the competent authority at the time of submission of application.

16.6 Public Liability Insurance as prescribed by the authority shall be provided by the hoarding provider.

17. Advertisement Tax :-

17.1 Advertisement Tax is to be levied basing on the following factors :-

- ⇒ Importance of the road / category of the road.
- ⇒ Type of the Hoarding
- ⇒ Size of the Hoarding

17.2 The whole city may be classified into three categories of the roads

- **Category – A** includes all major National Highways, State Highways passing through the town and all major commercial streets.
- **Category – B** includes a major district roads and other commercial roads.
- **Category – C** mainly includes predominantly residential and other institutional areas.

17.3 The Advertisement Hoardings using solar power shall be given rebate on 1/3 of license tax. Then advertisement hoardings to be opt for social cause may be given 100% tax exemption.

17.4 Part of the revenue (25%) generated through Advertisement hoardings by ULBs shall be credited to Urban Transport Fund to be created at the city level as per National Urban Transport Policy.

18. *Payment of fees in addition to the advertisement tax for erecting, exhibiting, fixing , hanging, retaining or displaying advertisements in or upon any public land :-*

For every advertisement erected, exhibited, fixed, retained, displayed in place or upon road sides and street margins vested in the municipal councils or land belonging to it, separate fees or rent at such rates as may be determined from time to time with the previous approval of the Council, wherever necessary, shall be chargeable with reference to the space allotted and its significance in addition to the tax payable on advertisements.

19. Enforcement and Penalty :-

19.1 Unsafe and Unlawful signs / Hoardings :-

19.1.1 Notice of Unsafe & Unlawful Signs / Hoardings :- When any sign become insecure, or in danger of falling , or otherwise unsafe, or if any sign is unlawfully installed, erected or maintained in violation of any of the provisions of the Code, the owner thereof, or the person or firm maintaining the same, shall upon written notice of the Authority, forthwith in the case of immediate danger and in any case within not more than three days, make such sign conform to the provisions of this part or shall remove it. If within three days the order is not complied with, the Authority may remove such sign at the expense of the owner.

19.1.2 Notwithstanding the above, it shall be the responsibility of the owner to ensure the safety of the advertising signs, even without a reference from the authority

19.2 Regarding penalties for first violation a penalty of Rs. 5000/- is imposed and for second violation a penalty of Rs. 10000/- and for third violation a penalty of Rs. 25000/- is imposed or cancellation of license or both.

19.3 Penalty to be levied @ 200% over the Advertisement fee for regularization subject to the norms and conditions.

20. Maintenance and Inspection

20.1. **Maintenance:** All signs for which a permit is required, together with all their supports, braces, guys and anchors shall be kept in good repair, both structurally and aesthetically, and when not galvanized or constructed of approved corrosion – resistive non-combustible materials, shall be painted when necessary to prevent corrosion.

20.2 **Housekeeping :** It shall be the duty and responsibility of the owner of every sign to maintain the immediate premises occupied by the sign, in a clean, sanitary and healthy condition.

20.3 Inspection : Every sign for which a permit has been issued and every existing sign for which a permit is required shall be inspected by the Authority at least once in every calendar year.

21. Auction Of Advertisement Rights :-

21.1 The competent authority shall have power to auction the advertisement rights of specific categories or any of the category listed above. The procedure of auction of such types shall be as prescribed by the Government from time to time.

22. Registration of Advertising Agents :-

22.1 Persons who undertake the display of advertisements within the limits of any municipality on behalf of others, shall control themselves as registered advertising agents by submitting an application to the Commissioner in the form prescribed in Annexure – II to these rules after paying a security deposit of Rupees ----- in addition to annual registration fee of Rupees ----- . A copy of the receipt issued therefore shall be attached to the application.

22.2 The Commissioner may reject an application of any person for registration as an advertising agent if he has reason to believe that the particulars furnished by such person are neither true nor is he otherwise fit for reasons to be recorded in writing, to be registered. In case of rejection, the full amount paid towards security deposit and registration fee shall be refunded to the applicant within fifteen days from the date of rejection.

22.3 The registration shall be renewed every year on payment of annual registration fee of Rupees Ten.

22.4 Every registered advertiser before displaying or causing the display of advertisement should satisfy himself that the tax due thereon has been paid the Commissioner's approval obtained therefore.

22.5 Every registered advertiser shall maintain proper accounts in such form as may laid down by the Commissioner from time to time and produce them whenever required for inspection by the Commissioner.

22.6 The security deposit will, if it is not forfeited for any breach of the rules governing advertisements will be refunded to the depositor on application made by him after the expiry of three months from the date of cessation of the registration or renewal thereof as the case may be.