

**NEW DELHI MUNICIPAL COUNCIL
PALIKA KENDRA, SANSAD MARG, NEW DELHI - 110 001**

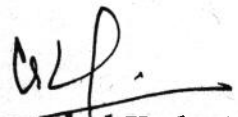
PUBLIC NOTICE

DT. 23.12.16

In accordance with Delhi Outdoor Advertisement Policy 2008 and in consonance with resolution No.36 (V-03) dated 25.07.2016 under section (9) of the NDMC Act 1994, public at large is hereby directed to regulate all advertisement devices/sign boards in NDMC area as per the guidelines uploaded on the NDMC website : www.ndmc.gov.in.

Any advertisement device in violation to these guidelines shall be removed by NDMC at the cost of the owner/occupier of the premises.

All concerned are given 30 days time from the issue of this notice. Removal drive shall start w.e.f. **01.01.2017**.


(Chanchal Yadav)
Secretary

ITEM NO. 36 (V-03)

Copy of Reso. No. _____
of
Councils Ordinary Meeting
Dated... 25/02/16Subject: Report of the Council Committee Under Section 9 NDMC Act on Outdoor Advertisements PolicyBackground:-

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

Aschitect In the year 2007, Hon'ble Supreme Court directed the environmental pollution prevention and control for the NCR to examine and file its opinion on the Outdoor Advertising Policy. Accordingly, the policy was finalized based on ensuring road safety, working for city aesthetics, guiding principles, role of municipal bodies, general permission criteria for advertising devices, outdoor hoarding and their content criteria, outdoor advertising and structure criteria, outdoor advertising and their conservation areas, permissibility of different category and permissions criterias, implementation of the policy, procedure for grant of permission, revenue sharing and tax to be paid in advance.

Role of N.D.M.C. :

As per NDMC Act, 1994 Section 88, NDMC has to charge Tax on advertisements. It has also been cleared that a permission is required to erect any advertisement / hoardings in NDMC area from Chairperson, if any device is erected unauthorizedly the same can be removed or spoiled, de-faced or screened by the Chairperson.

Keeping in view the Supreme Court orders dated 27.04.2007, NDMC has to follow the Delhi Outdoor Advertising Policy, 2008. While framing the said policy for granting general permission for advertising devices, the outdoor advertising and road safety criteria is to be considered. Also as per the Delhi Outdoor Advertising Policy, 2008, the negative advertisements are also to be incorporated in the policy. Further, the structure criteria's, electrical connections, renewal energy sources, conservations areas are also to be considered.

City Aesthetics:

Delhi Urban Art Commission has also issued guidelines for outdoor advertisements which is based on the premise. The policy is premised on the basis that advertisements are promoted in party of the city which are commercial in nature and shopping districts. The hoardings and advertisements are to be discouraged in residential areas and urban freeways.

New Delhi Municipal Council area comprises of maximum of Lutyen's Bungalow Zone and Central Business District (Connaught Place and its extension), area like Khan Market, Sarojini Nagar, Bengali Market, Yashwant Place also.

Ensuring Road Safety:

For ensuring the road safety, Delhi Police has also stated its position and has mentioned that :

- a) No advertisement device has to be placed anywhere under any category which will obstruct free movement of road uses.
- b) The distance between two advertisement devices shall not be less than 100 mt. on highways and main city roads. Further, the longitudinal placement for advertisement device is not permitted within 75 mt. of any road junction traffic, intersection or another crossing.
- c) The advertisement device is not permitted in medians.
- d) The advertisement device is not permitted on traffic islands and where carriageways diverge.
- e) The advertisement device is not permitted on footpaths.
- f) Where the footpath does not exist the outdoor advertising device shall not be permitted within 3 metres of existing road as measured from the end of the road (right of way) and not its middle.
- g) Where footpath exists, the outdoor advertising device shall be permitted 3 metres after the footpath as measured from the outer edge of the footpath.
- h) The advertisement device is not permitted within 75 m of any road junction, traffic intersection or another crossing. The distance will be measured from the edge of the road and not the centre of the road junction, traffic inter-section or the crossing.
- i) The advertisement device is not permitted within 75 m of any traffic signboard erected for the regulation of traffic.
- j) The advertisement device is not permitted if any such form as will obstruct the path of pedestrians and hinder their visibility at crossings.
- k) The advertisement device is not permitted if in any manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic.
- l) The advertisement device is not permitted within a round-about of diameter less than 100m as measured from the outer width of the round-about.
- m) In NDMC areas, unipoles will not be allowed along railway bridges
- n) In NDMC areas, no large size billboards will be allowed, other than those billboards which substantially support social and charitable activities in the discretion of the NDMC.
- o) In major arterial roads of the city, like Ring Road, with high traffic volumes and designed to promote speed of movement (without intersections), large size hoardings will not be permitted. The decision on adding roads will be taken jointly with the Delhi Traffic Police and the MCD.
- p) 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 or large format advertisement (6mx3m) will be permitted strictly in commercial areas.

- q) The advertisement device is not permitted in residential areas.
- r) The advertisement device is not permitted within 75 m of another advertisement device.

Salient Features :

1. The policy has laid down four categories of advertisements.
 - Category 1 : Large format advertisements, mainly fixed on billboards/unipoles/bridge and flyover panels.
 - Category 2 : Advertisements mounted on public amenities like public toilets, garbage collection points etc.
 - Category 3 : Fleets and transport related infrastructure.
 - Category 4 : Advertisement devices for self advertising in commercial areas.
2. Emphasis is on roads safety of commuters.
3. Fixing the content criteria for advertisements.
4. Promotion of renewable energy sources for advertisement panel.
5. Prohibition of advertisement in conservation areas.
6. Category 1 advertisement panels are not allowed in NDMC area. Category 2 and Category 3 shall allowed specific to the location/buildings. Category 4 : shall be allowed as per following :
 - Premises sign permitted as per enclosed sketches 1&2.
 - Premises awning signs permitted as per enclosed sketch 3.
 - Projected signs not permitted in NDMC area and the same in also not permitted on heritage buildings, educational buildings and government offices.
 - Footway signs permitted as per the sketch 4 enclosed.
 - Real Estate sign permitted 1 sq.mt per sign board per one street face.
 - Welcome signs to be regulated as per the site conditions subject to maximum prescribed size of 3.85 sq.mtr. sketch 5.
 - Construction signs permitted after approval of the construction permit. Maximum 1 sq.mt per sign..
7. All permissions of advertisement shall only be for the commercial area.
8. The Advertiser shall indemnify the local bodies.

9. Advertiser shall obtain of public liability insurance policy for safety of public.

10. Revenue sharing : The local body shall be get 50% share if the device in their territory.

- For category 1,2 & 3 it shall be per the BOT agreement.
- For category 4 the rates shall be as per the formula.

$$\frac{\{\text{Unit area Value (UAV)}\}}{1000} \text{ For Applicable Zone} + (1) \times 100$$

Decision taken in the last meeting dated 12.07.2016 Council Committee.

(i) Category 1 Advertisements

- These Advertisements shall generally not be allowed in NDMC area other than those bill boards which substantially support social and charitable activities and shall be allowed at the discretion of NDMC
- No advertisement shall be allowed on religious building.
- No advertisement shall be permitted within 75 meters of any traffic signal.
- No advertisement shall be permitted within a round about of diameter less than 100 meter
- No advertisement shall be permitted in residential areas
- These Advertisers shall obtain a public liability insurance policy for safety of public.

(ii) Category 2 & 3 shall be dealt with a case to case basis specific to the site/location.

(iii) For Category (iv) Advertisements

- For Category IV (premises sign) the size of the signage shall be restricted to the full width of shop/premises subject to a maximum height of 0.9 mtr.
- No fee/charges shall be levied for the signages on shop/premises but the size of the signage shall be strictly enforced.
- Meetings shall be held with market association to apprise them about the decision taken in the meeting.
- All establishments having such signages which are not permitted as per new policy shall be served a notice to remove the same and replace it with approved size within 30 days failing which the signage shall be removed by NDMC and removal charges shall be recovered from the owner of the premise.

- Advertisement on the glass display window shall be allowed and no charges shall be levied for the same subject to the condition that it shall not protrude outside glass window.

The aforementioned report is placed before the Council for approval of the Outdoor Advertisement Policy, for implementation in NDMC area.

COUNCIL'S DECISION

Resolved by the Council to accord approval to the Report of the Committee, as detailed in the preamble.

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For Secretary
New Delhi Municipal Council
New Delhi.