

HARYANA GOVERNMENT
URBAN LOCAL BODIES DEPARTMENT
NOTIFICATION

The 20.2.2017

No. 2/4/2017- R II - The following draft of amendment in the Haryana Municipal Corporation Advertisement Bye-Laws, 2016 which the Governor of Haryana proposes to make in exercise of the powers conferred by clause (16) of section 392 G of the Haryana Municipal Corporation Act, 1994 (16 of 1994), is hereby published as required under section 394 of the said Act, for information of persons likely to be affected thereby.

Notice is hereby given that the draft amendment shall be taken into consideration by the Government on or after the expiry of a period of seven days from the date of publication of this notification in the Official Gazette, together with objections or suggestions, if any, which may be received by the Principal Secretary to Government, Haryana, Urban Local Bodies Department, Chandigarh from any person with respect to amend the following draft bye-laws, namely:—

Draft Bye-Laws

1. These bye-laws may be called the Haryana Municipal Corporation Advertisement (Amendment) Bye-laws, 2017.
2. In the Haryana Municipal Corporation Advertisement Byelaws, 2016 (hereinafter called the said bye-laws), in bye-law-2, in clause (1),-
 - (i) after sub-clause (i), the following sub-clause shall be inserted, namely,-

“(i-a) **“acknowledgement OMD”** shall mean a OMD that recognize a participant providing a road related service like maintenance of railing, median plantation, roundabout beautification;”;
 - (ii) after sub-clause (xi), the following sub-clause shall be inserted, namely,-

“(xi-a) **“ground OMD”** shall mean an OMD detached from a building, erected or painted on temporary structure, screen and fence placed/ fixed on ground, visible to public for the purpose of self-advertisement;”;
 - (iii) after sub-clause (xv), the following sub-clause shall be inserted, namely,-

“(xv-a) **“marquee OMD”** shall means an OMD attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall, building line;”;
 - (iv) after sub-clause (xxx), the following sub-clause shall be inserted, namely,-

“(xxx-a) **“unipole”** means an OMD with large space for advertising in the form of an advertisement panel and where such panel is mounted on a single column with its foundation on the ground;”;
3. In the said bye-laws, for bye-law-3, the following bye-law shall be substituted, namely,-

“3 Registration.- (1) The owner/ agency shall seek permission for installing an OMD from the Municipal Corporation by registering themselves with Municipal Corporation using online process as laid out in Annexure 1.
(2) This registration is compulsory for owners/ agencies who want to install OMDs on their premises using online process as laid out in Annexure 1.
(3) Registration shall be valid for a period of six years from the date of registration for owners/ agencies who wish to install OMD.
(4) The registering entity shall deposit such registration fee, as the Government may, specify, by an order, from time to time.
(5) Self Advertisers (SA) are exempted from registering themselves with Municipal Corporation subject to conditions stated at Schedule-I.”
4. In the said bye-laws, in bye-law 6,-
 - (i) for clause-(3), the following clause shall be substituted, namely,-

“(3) An approval shall be for a maximum period as set out below:-

 - (i) “Type A and Type B: Equal to the agreement period between the concerned Government Agency and the concerned Agency, with maximum limit of 3 years;
 - (ii) Type C, Type D : 3 years;
 - (iii) Type E : As specified on case to case basis, with maximum limit of 3 years;
 - (iv) Type F : As specified on case to case basis, with maximum limit of 3 years;
 - (v) Type G/Self Advertising: no restriction;
 - (vi) Type H: As specified on case to case basis, with maximum limit of 3 years;
 - (vii) Type I: 3 years; and
 - (viii) Type J: 3 years.”;
 - (ii) after clause (8), the following clause shall be inserted, namely,-

“(8-a) All contractual agreements/ tenders for OMDs type and time period stated at clause (3) of byelaw 6 executed/ granted by Municipal Corporation shall be till end of calendar year i.e. the 31st December and new agreement/ tender shall start from new calendar year i.e. the 1st January.

Note: 1. OMDs on private land/ property shall follow the said time lines.
2. All existing contract agreement ending between the calendar year may be extended (with revised rates) till end of the same calendar year to prevent revenue loss to Municipal Corporation as the new contract agreement to new agency shall be granted from new calendar year.”.
5. In the said bye-laws, in bye-law-11, in clause (1), for sub-clauses “(viii), (ix) and (x)”, the following sub-clauses shall be substituted, namely,-

“(viii) media device for hawkers on stationary kiosk or handcarts; and
(ix) cycle rickshaws.”.
6. In the said Byelaws, in byelaw-12, in clause(1),-
 - (i) for the words “advertisements on” the word and sign “advertisement on/ within” shall be substituted.
 - (ii) after sub-clause (i), the following sub-clauses shall be inserted, namely,-

“(i-a) residential sector, subject to conditions stated in **Schedule-I**;”;

“(i-b) National Highways/ State Highways, subject to conditions stated in **Schedule-I**;”;
7. In the said bye-laws, in bye-law 13, after clause (1), the following clauses shall be inserted, namely,-

“(2) The permission to put up advertisement on Municipal land/ properties shall be granted by inviting E-Tender/ E-Auction for a town/ city as a whole or in parts, as per the policy of E-tender/ E-Auction issued by the Government from time to time. No tender quoting the rates below the reserve price, as decided by a committee, headed by the

Commissioner, Municipal Corporation including local concerned officers, shall be accepted. The committee shall decide the reserve price on the basis of the following, among other parameters:-

- (i) location of the site;
- (ii) size of the advertisement board/ banner;
- (iii) prevailing market rate;
- (iv) past revenue collection; and
- (v) number of sites.

Note: The E-Tendering/ E-Auctioning shall be done as per instructions issued by Government from time to time.

(3) The advertisements rights shall be given for a period stated in **bye-law 6**. It shall be terminable at three months notice. In the event of default of terms and condition of contract agreement, it shall be terminable forthwith.

(4) Hoardings/ advertisements/ banners for publicity of achievements, social welfare schemes/ messages and various other development policies put up by Government Department/ Boards/ Corporations shall be excluded from the purview of the contract. In addition to this, the allottee shall reserve 15% of the total advertising space for the said Government advertisements/ publicity. No fees/ revenue shall be payable to the licensee for these Government advertisements.

(5) In case the Government Department/ Board/ Corporation itself wants to install OMDs within their premises, the permission is required to be taken from Municipal Corporation and revenue generated shall be shared between the concerned Department and Municipal Corporation, as per mutual agreement. Further, the said Department/ Board/ Corporation shall ensure that only a registered entity shall be awarded the permission to install advertisement on its premises.

(6) The different Departments desirous of seeking advertisements for their land/ devices/ vehicles shall do so with strict adherence to the provisions of this policy.

(7) The advertisement contract may exclude all BOT schemes (Build Operate Transfer), contracts awarded by various Departments like Transport for Bus shelters, areas maintained by HUDA/ HSIIDC, etc.

(8) The Municipal Corporation may also grant advertisement rights to organization in lieu of construction, operation and maintenance of civic amenities (street light, public toilets, tree guards, street furniture, etc.) on BOT (Build Operate Transfer) basis.

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

(10) In case, where OMD on Municipal Corporation/ Government Department land and private land owner came in close proximity, then preference to OMD on Government land shall be given.”.

8. In the said bye-laws, in bye-law-14, for the word “dimensions”, the word and sign “dimensions/ specifications” shall be substituted.

9. In the said bye-laws, in bye-law-15, after clause (5), the following clauses shall be inserted, namely,-

“(6) In case the registered entity uses environment friendly devices like Solar Photovoltaic Plant, environment friendly material, etc., in OMDs the Municipal Corporation, shall grant incentive of 5% in license fee.

(7) The Municipal Corporation shall prepare proposal for revising the license fee as per market conditions every year and send to the Government for approval.”.

10. In the said bye-laws, in bye-law-17,-

(i) in clause (1), in the sub-clauses (ii) and (iii), for the word “an”, the word “a” shall be substituted;

(ii) in clause (2), for the word “as specified in the Act”, the words “as the Government may specify by an order from time to time”, shall be substituted.

(iii) in clause (9), for the word “as specified in the Act”, the words “as the Government may specify by an order from time to time” shall be substituted.

11. In the said bye-laws, in bye-law-22,-

(i) for clause (1), the following clause shall be substituted, namely,-

“(1) Whosoever contravenes any of the provisions of these byelaws, shall be liable to fine/ penalty of three times the license fee, as the Government may specify, by an order, from time to time.”;

(ii) in clause (3), for the word “specified under the Act”, the words “the Government may specify by an order from time to time”, shall be substituted.

12. In the said bye-laws, in Annexure 5, under columns Typology and Typology Description, for the item D1 and entries there against, the following item and entries there against shall be substituted, namely:-

“D1 Unipoles, billboards, building boards, wall wraps, multiple OMDs, gantries”.

13. In the said bye-laws, in Annexure 6, for serial number 5, the following serial number shall be substituted, namely,-

“5. The **Promisee 1** or/ and **Promisee 2** hereby further agree and undertake that they shall be jointly liable for any claim, penalty, litigation and liabilities made against them by the Municipal Corporation,

14. In the said bye-laws, for Schedule I, the following Schedule shall be substituted, namely,-

“Schedule 1

General Permission Criteria - Outdoor Media Devices

(See bye-law – 3(5), 12(i-a) (xii) and 14)

1. Traffic Hazard Potential Dependencies

(1) The traffic hazard potential of an OMD depends on its:

(i) Site Location: OMD’s location from the road which is measured in terms of lateral and longitudinal displacements from the edge of the road. The hazard generally diminishes the further the device is away from the road.

(ii) Size of the OMD,

(iii) Luminance level of the OMD, and

(iv) Background and other such related issues.

(2) An advertising device may be considered a traffic hazard, if it interferes with road safety or traffic efficiency.

(i) If it interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or give way sign).

(ii) Distracts a driver at a critical time (e.g. making a decision at an intersection).

(iii) Obscures a driver's view of a road hazard (e.g. at corners or bends in the road).

(iv) Gives instructions to traffic to "stop", "halt" or other (e.g. give way or merge).

(v) Imitates a traffic control device

(vi) Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road

users.

- (vii) Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous.
 - (viii) If situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes.
 - (ix) If it violates the building bye-laws of Municipal Corporation
- (3) Besides aforesaid, additional driver attention and decision making are required at the following:
- (i) high speed diverging, merging or weaving at an intersection such as at a "Y" intersection or large high-speed roundabouts;
 - (ii) in the vicinity of intersections where through lanes merge and where vehicles are required to merge at higher speeds (e.g. where "trap lanes" are created on the approaches to, or exit from, intersections and where a divided motorway becomes a two-way road);
 - (iii) intersections or sections of road which, because of lane configuration or geometry, may require an increased level of driver concentration (e.g. five-way intersections, back to back horizontal curves);
 - (iv) on the outside curve of a divided road where advertising is directed at traffic on the opposite carriageway and the geometry, angle or other factors make this undesirable;
 - (v) sections of road displaying traffic signals, directional signage, regulatory or advisory signage that (when considered singularly or in combination) are believed to be significantly more different or complex than would normally be expected (at these intersections, it would be expected that the required reading and interpretation period of the traffic control device(s) would be significantly longer);
 - (vi) sections of road that have a vehicle crash history higher than the system average;
 - (vii) pedestrian crossing facilities; and
 - (viii) schools, hospitals.

2. OMD Location Selection Criteria

(1) The site selection criteria comprise of:

- (i) the lateral placement of OMDs (which influences the hazard potential for an errant vehicle and the effectiveness of official traffic signs) and
- (ii) the longitudinal placement of OMDs (driver distraction control) relative to designated traffic situations and official traffic signs, road features and other OMDs (which influences sight distances and driver distraction).

(2) Lateral Placement

- (i) Advertising is not permitted in medians because these areas are set aside for important traffic control devices.
- (ii) OMDs shall not be permitted on traffic islands.
- (iii) Where carriageways diverge so much that oncoming traffic is not visible because of topography or dense vegetation.

(3) Longitudinal Placement (Driver Distraction Controls)

- (i) Longitudinal placement set out minimum distances between the OMDs and traffic conflict points, official traffic signs and other OMDs (i.e. reduce advertising density).
- (ii) To facilitate the smooth flow of the traffic and to avoid any traffic hazard caused by the placement of OMDs following shall be followed while finalizing longitudinal placement of any device, the distance for placement of OMD shall be measured from main carriageway or the edge of the junction, intersection, roundabouts etc.

(4) Lateral and Longitudinal – Site Selection Criteria

(i) **Lateral Criteria**

Site Selection Criteria for Lateral Placement of OMDs				
	Width (W) of Road including the ROW	Minimum Lateral Straight Clear Distance from the ROW of road to OMD	Curve Factor (In case there is curve on road)	Minimum Lateral Straight Clear Distance from the ROW of road to OMD (In case there is curve on road)
	1	2	3	4
(i)	W	1/3 rd of W	1.5	1.5 X 1/3 rd of W
e.g.	60 metres	1/3 X 60 = 20 metres	1.5	1.5 X 1/3(60) = 30 metres

a. In case the ROW of municipal road is less than 20 metres, OMD shall be installed parallel to carriageway and its size is restricted to portrait stated at **clause 10 of Schedule-I**.

b. The lateral distance stated above is clear distance from edge of the ROW to the nearest edge of OMD and in no case any part of OMD shall project over the ROW.

(ii) **Longitudinal Criteria**

Site Selection Criteria for Longitudinal Placement of OMDs			
	Minimum Longitudinal Straight Clear Distance between two OMDs along the road for notified speed upto 50 Km/ Hr	Speed Factor (In case notified speed of road is higher than 50Km/ Hr)	Minimum Longitudinal Straight Clear Distance between two OMDs along the road (In case notified speed is higher than 50Km/ Hr)
(i)	150 metres	i. 60 Km/ hr = 1.2 ii. 80 Km/ Hr = 1.5 iii. 100 Km/ Hr = 1.8	i. 150 X 1.2 = 180 metres ii. 150 X 1.5 = 225 metres iii. 150 x 1.8 = 270 metres

(iii) OMDs are not permitted within 75 metres 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.

- (iv) OMDs are not permitted within 75 metres of any traffic signboard erected for the regulation of traffic.
 - (v) OMDs are not permitted on a round-about of diameter less than 100 metres measured from the outer width of the round-about (including the carriageway).
 - (vi) OMDs on round-about of diameter 100 metres and above measured from the outer width of the round-about (including the carriageway) are permitted at clear distance of 15 metres from the edge of carriageway.
 - (vii) Where lateral placement requirements and driver distraction requirements are provided for by a particular restriction distance, the greater value shall be used.
 - (viii) When two (2) OMDs, located together, are different in their general form, the driver distraction potential shall be determined considering both devices, simultaneously.
 - (ix) For maintaining exclusivity between 2 OMDs of different types, the minimum distance between 2 OMDs of different types shall not be less than 150 metres.
 - (x) If an OMD is visible from more than one road or type of road (such as a motorway or motorway standard road and a ramp or other road) the restrictions applicable to each road or type of road the OMD is visible from, shall be assessed.
- (5) Physical characteristics of OMDs
- (i) The application of control on physical characteristics is intended to minimize the level of driver distraction. Control of the physical characteristics of Outdoor Advertising Devices shall relate to the:
 - a. Size and shape
 - b. Colour
 - c. Illumination and Luminance
 - d. Movement and Rotation
 - e. OMD Content
 - (ii) Size and Shape
 - a. OMDs shall not use shapes that could potentially result in an OMD being mistaken for the effectiveness of official traffic signs.
 - b. 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.
 - (iii) Colour
 - a. OMDs shall not use colour combinations that could potentially result in being mistaken for an official traffic sign.
 - b. 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.
 - (iv) Illumination and Luminance
 - a. OMD 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,
 - b. All lighting associated with the OMD shall be directed solely on the OMD and its immediate surrounds.
 - c. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
 - d. Illumination of OMD is to be concealed or be integral part of it.
 - e. Up-lighting/upward pointing of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the OMD to prevent or minimize the escape of light beyond OMD.
 - f. Any light source shall be shielded so that glare does not extend beyond the OMD.
 - g. Non-static illuminated OMDs (flashing lights) are not permitted.
 - h. The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 2300 hours (11 P.M) and sunrise by automatic timing devices or as specified by Municipal Corporation from time to time.
 - i. OMDs containing retro-reflective material shall be rotated approximately 5 degrees away from the normal line of vehicle headlight beams in order to minimize specular reflection.
 - (v) Movement and Rotation
 - a. Moving displays cause a statistically significant distractive influence on motorist's response times to external stimuli. Moving, rotating or variable message OMDs are permitted only in market place, parking spaces and other public spaces, where there is only pedestrian movement. In no case such advertisements shall be permitted towards vehicular traffic. (except advertisements pasted on public transport vehicles only.) OMDs on any motor vehicles i.e. trailer advertising shall not be permitted.
 - b. This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management/ information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.
 - (vi) Advertising Device Content

The Municipal Corporation will generally rely upon self-regulatory controls within the Advertising industry to enforce minimum Advertising standards. Notwithstanding this approach, the Municipal Corporation may take action to modify or remove any advertisement on the OMD that contravene the Advertising Industry's Code of Ethics, (refer List of Negative Advertisements provided in sub-rule 12(3) or that otherwise causes a traffic hazard.
 - (vii) Legibility
 - a. For all categories of OMDs (other than OMDs which are directed at pedestrians), text elements on an OMD 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.

- b. The content or graphic layout exhibited on OMD 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.
- c. All OMDs 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 OMD area, unless otherwise permitted by the Municipal Corporation.

3. Installation, Operations and Maintenance Development Criteria

- (1) The following criteria shall also apply:
 - (i) Safe access shall be available to the OMD for erection, maintenance and alteration activities.
 - (ii) The OMD and surrounding areas shall be kept in a clean and tidy condition.
 - (iii) Unauthorized clearing, trimming, slashing and burning off or otherwise removal or destruction of vegetation is not permitted.
 - (iv) Apart from accommodating vehicular and pedestrian traffic, road reserves are corridors for utility services such as power, telecommunications, gas, storm water, water supply and sewerage. The location of these services is known by other agencies with their own legislative right to install these services within the road reserve.
 - (v) Municipal Corporation does not know the accurate location of all underground services. The owner is responsible to co-ordinate, inform and communicate to relevant authorities before any excavation or fabrication on site work is to be undertaken. Any liability, delay or accident that happens, is complete responsibility of the owner and in no way Municipal Corporation would be liable to help, support, negotiate or waive off any of the conditions set in the agreement or these bye-laws.
 - (vi) OMD owners are solely responsible for ensuring that during erection, maintenance, alteration and operation of an OMD, the device does not conflict with services or other things within the road reserve.
 - (vii) Municipal Corporation may ask the owner to either replace or altogether remove any OMD to facilitate the work undertaken by utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening.

4. Structure

- (1) OMD structures devices shall be certified by a Structural Engineer practicing in the field of structural engineering. This requirement is not applicable to specific instances where the OMD is in the form of Advertisement pasted directly to the surface of a structure e.g. pasted sticker on a vehicle, wall wrap.
- (2) This certification confers compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions of this guide. The foundations shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc.
- (3) The supporting structure shall have a non-reflective finish to prevent glare.
- (4) The OMD structure shall be well maintained. It shall be painted in colours that are consistent with, and enhance, the surrounding area.
- (5) Official road furniture such as official signs and delineator guide posts shall not be used as the supporting structure of an OMD.
- (6) The name of the OMD license holder, Number of license/ media device identification number etc. shall be placed in a conspicuous position on the OMD as may be notified by Municipal Corporation from time to time.

5. Electrical Connections

- (1) Electrical connections to OMDs shall meet relevant Indian Standards.
- (2) Electrical connections to OMDs shall be designed to ensure there is no safety or traffic risk.
- (3) Electrical connections to OMDs shall be designed to be safe in the event of accidental knock down.
- (4) The registered entity is the power consumer and shall make application for power connection to obtain electricity connection from the respective electricity distribution company for illuminated display in his own name, for which Municipal Corporation/ concerned land owning agency would provide necessary no objection certificate on the owner's request.
- (5) Any charges for power connection and supply shall be incurred directly by the registered entity. A copy of the electricity supplier's letter of acceptance/ billing arrangement shall be submitted to Municipal Corporation.
- (6) The electrical installation work shall be performed by a licensed electrical worker in accordance with the relevant Electricity Regulation and, the Wiring Rules and the relevant electricity supplier's requirements.
- (7) Adequate insulation and protection equipment and procedures shall be in place to protect maintenance and service personnel working on either the OMD or the road lighting circuit. For earthing, a separate earth electrode shall be used, and active and neutral conductors shall be used only for supply from the supply point.
- (8) A sketch plan shall be submitted to Government Authority showing the location from where the electricity is being drawn along with position of various other ancillary requirements, duly signed by a qualified electrical engineer practicing in same field.
- (9) A copy of the electrical contractor's test certificate shall be provided to Municipal Corporation. The switching device shall be of a type approved by the electricity supplier. Electrical components shall accord with relevant Indian Standards.

6. Miscellaneous

- (1) OMDs involving communication through sound, smell, etc. are not permitted.
- (2) 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 OMD.

7. List of Non Permissible Outdoor Advertisement

- (1) Posters.
- (2) Banners.
- (3) Advertisement on Pillars/ Pylon Mounted Devices.

8. OMDs on Public Transport Services/ Street Furniture (Typology 'A')

- (1) Bus and Intermediate Public Transport (IPT) Shelters

Sr.	OMD Feature	Maximum permitted size (in metres)
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No.		
1.	OMDs at the roof of shelter	i. One front panel - 9 x 0.3 ii. 2 side panels – 3 x 0.3
2.	OMDs at structure of shelter	i. One back panel parallel to road – 9 x 1.2 ii. One pole mounted back lit panel – 1.8 x 1.2

(i) The approach end of passenger transport shelter shall be open to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle.

(2) Bus and Intermediate Public Transport (IPT) Route Marker.

Sr. No.	OMD Feature	Maximum permitted size (in metres)
1.	OMD space on both side of Route Marker	i. 1.2 x 2.0 (height) 0.2 x 2.0 shall be reserved for bus related information on both side

(3) Advertisement regulation criteria for Foot Over Bridge.

(i) The advertisement shall be permitted only of transparent nature, on inside wall of pathway and with maximum height of 0.5 metre from the top surface of pathway. In all circumstances, the activities happening on pathway shall be clearly visible to public from all sides.

(ii) The advertisement visible from road shall be permitted on side of Foot Over Bridge which shall be installed opposite to the direction of traffic and only above the roof of Foot Over Bridge.

(4) Public Toilet block and cycle station.

Sr. No.	OMD Feature	Maximum permitted size (in metres)
1.	Maximum space for OMD on surface.	<ul style="list-style-type: none"> 70% of total surface area of block. Additional back lit panel of at least 1.8 x 1.2 with city map/ neighbourhood map/ route map shall also be provided.
2.	<ul style="list-style-type: none"> In no case the height of OMD shall be above the parapet of structure. In case of public toilets water storage tanks shall be properly concealed and shall not be visible to public. 	

(5) Public Utility Furniture- Booths (e.g police booth, telephone booth, etc.)

Sr. No.	OMD Feature	Maximum permitted size (in metres)
1.	Maximum space for OMD on surface.	<ul style="list-style-type: none"> 70% of total surface area of 3 sides of Booth. OMD on back side of booth is not permitted. OMD on glass surface (For light and ventilation) of booth is not permitted.

(6) Public Utility Furniture- Sitting Benches and Garbage Bins

Sr. No.	OMD Feature	Maximum permitted size (in metres)
1.	Maximum space for OMD.	<ul style="list-style-type: none"> % of total surface area decided by Municipal Corporation. OMD shall be facing pedestrian pathway only.

General Note:

- The OMD panels shall be backlit without additional projected brackets (except sitting benches and Garbage bins).
- Non static illumination, neons, changing LEDs, changing of illumination color, flashing lights are not permitted.
- To be developed preferably on BOT basis, where BOT is not possible or for existing infrastructure, the advertisement space to be bid out with maintenance of amenity as an obligation on the bidder.
- Ventilation and natural lightning of structure shall not be compromised for installation of OMD.
- Locations of Bus and IPT Shelter, toilet block, cycle station, utility booths and public utility sitting bench shall be identified by Municipal Corporation.
- The OMD shall not cause any hindrance to the flow of vehicular and pedestrian traffic.

9. OMDs on Public Transport System (Typology ‘B’)

(1) In public transport system, OMDs are permitted on rolling stocks, stations, shelters, Foot-Over-Bridges and other properties (except on structural pillars/ columns at median and side of road).

(2) The location of OMDs shall be identified by the Public Transport Owning in consultation with Municipal Corporation. These shall be identified on case to case basis.

(3) The OMDs permitted shall follow the specification stated in the bye-law, as per typology and shall get audited by 3rd party only indulged in consultancy over road safety. In no case the 3rd party (or its sister company) shall be indulged in advertisement display business

(4) Traffic barricading

Sr. No.	OMD Feature	Maximum permitted size (in metres)
1.	Maximum space for OMD on both side of barricade	<ul style="list-style-type: none"> Maximum length – 0.6 Maximum Height – 0.3

10. Typical advertising device dimensions for Typology ‘C’ and ‘D’ OMDs (except Wall Wrap).

Description	Dimension (in metres)	Area (in sq. metres)	Maximum height (in metres)
Small Portraits	3 x 4.5	13.5	7.5
Posters	6 x 3	18	10
Super 8’s	8.22 x 2.26	18.6	10
Portraits	4 x 6	24	10
Supersites	12.66 x 3.35	42.4	12.5
Spectacular	18.99 x 4.45	84.5	12.5

Gantries	1 x width of road	varies as per width of road	1
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(1) Municipal Corporation shall ensure that aforesaid sizes are used increasingly to bring more aesthetics in the City. The Registered Entities shall use the aforesaid standard dimensions.

(2) Where no or little construction has happened in such cases only the unipoles and billboards of sizes specified above shall be permitted.

(3) Gantries shall be permitted only on municipal road with divided carriageway for welcome signs and social messaging by Municipal Corporation. The sponsor OMD shall be put up on other side of the gantry i.e. Opposite side of the incoming traffic. The clear distance between the road and lowest surface of gantries shall not be less than 8 metres.

(4) On vacant OMDs, mobile numbers covering the whole space shall not be permitted. Mobile numbers shall be provided in 1/10th of total space of OMD.

11. Maximum Permissible area for on premises advertisement.

(1) The maximum permissible area available for on premises (including buildings and land) advertisement on each face of the building, visible from public street/ road shall be as per table given below:

Sr. no.	Type of building	Maximum permissible area (on each face of the building) of the total area.
1.	Shopping mall, Corporate Office, Shop/ shopping complex	20%
2.	Self employed office i.e. Self Advertisers (Office/ Shop Signage)	2%

(i) Wall wraps shall allow natural light in the building by having material with 75% transparency.

(ii) The height of OMD is restricted in accordance to the height of building, which is as under:

Sr. No.	Height of Building (in metres)	Maximum height of OMD
1.	Upto three Storeys (upto 15 metres)	8 metres
2.	Four to Eight Storeys (15 to 36 metres)	12 metres
3.	Above Eight Storeys (above 36 metres)	15 metres

Provided that no openable door/ window shall be covered. Further, the advertisement shall not disturb the basic architectural character, features (i.e. arches, columns, niches, projections, etc.), standard façade (approved by authority) and shape of building.

12. OMDs for Events (Typology ‘E’)

(1) These OMDs shall be installed only for events such as conferences, entertainment events, exhibitions, etc and only on temporary structures permitted by Municipal Corporation.

(2) These OMDs shall not violate any of the provision of this Bye-law.

(3) These OMDs shall be permitted to install 30 days prior to the event and shall be removed within 24 hours of finishing of event.

(4) Fee for these OMDs shall be decided by the Municipal Corporation.

(5) Penal charges for violating provision of byelaw and not removing OMD after finishing of event shall be charged on daily basis.

13. OMDs for Landscape Advertisement (Typology ‘F’)

(1) Landscape OMDs are permitted on only Tree guards, to cover trees less than 3 years old and/ or height less than 4 metres.

(2) The tree guard shall be of square size with 1.2 to 1.5 metre side and height of 1.5 metres.

Sr. No.	OMD Feature	Maximum permitted size (in metres)
1.	Maximum space for OMD shall be square plates on each side of guard	<ul style="list-style-type: none"> Maximum length – equal to the width of guard Maximum height – 0.9 The bottom of OMD shall be 0.3 metre high from the ground.

14. Self Advertisements (Typology ‘G’)

(1) The content of self advertisement is permitted only to the extent of office/ shop signage by the owner of the office/ shop. No third party advertisement shall be permitted on/ along self advertisement.

(2) Self advertisement is permitted only on 2% of the total area of facia/ facade of the building, in form of building board, walls wrap.

(3) In case of shops, the height of self advertisement board is limited to 1 metre and width shall be limited to width of building, installed above the lintel height of shop. In shopping complex, all shops shall maintain the uniformity in clear height of self advertisement board.

(4) The self advertisement board shall not project beyond 150mm from the face of building.

(5) Self advertisement by hawkers on stationary kiosk or handcart is limited to 3 square metres with dimension of 3 metres x 1 metre.

(6) Self advertisement for rickshaw is limited to 1.5 square metres with 1 metre x 0.5 metre panel of back and both side of rickshaw.

(7) Ground OMD shall not be permitted on ROW and pedestrian pathway.

(8) Size of ground OMD shall be 0.3 square metres for every meter distance away from ROW, with maximum size limited to 2 square metres with size 2 metre x 1 metre.

15. Innovative OMD’s (Typology ‘H’)

(1) Specific permission shall be required to be obtained for Innovative OMDs such as LED, LCD, inflatable or Gas Balloon and other such media.

(2) This approval shall be for specified duration, and shall be in terms of bye-law 6.

(3) While driving the drivers glance from road to read the content of sign, and then glance back on road. LED signs (without colour changes) are acceptable format of advertisement on building façade, since these are expected to be representing specific brand names and do not contain high visual information.

(4) LCD / LED screens which typically contain high graphic and visual images shall be restricted to market areas,

parking places, parks, walkways, primarily not facing vehicular movement of traffic.

(5) Use of OMDs for distribution of Wi-Fi hotspots, mobile telephony antennae/ towers shall be permitted, based on specific project report.

(6) Besides aforesaid, other criteria shall be:

- (i) Frequency and extent of movement and colour change within a display.
 - (ii) OMD shall be installed only where the required sign viewing time does not result in a safety problem for the particular environment.
 - (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.
 - (v) The device is not a moving Outdoor Media Device.
 - (vi) Long duration display periods are preferred in order to minimize driver distraction and reduce the amount of perceived movement. Each screen shall have a minimum display period of 8 seconds. The time taken for consecutive displays to change shall be within 0.1 seconds.
 - (vii) The complete screen display shall change instantaneously. Methods of display change such as 'fly in' or 'scroll', or any other type of message change, are not recommended.
 - (viii) Sequential message sets are not allowed.
 - (ix) The time limits may be reviewed periodically.
- (7) The gas balloons or inflatable OMDs shall be granted permission on following criteria, namely:-
- (i) The gas balloons OMD shall be installed/ hooked in open area and to the ground with fixed anchor.
 - (ii) NOC shall be taken from Fire Officer, with regard to its fire safety.
 - (iii) Gas balloons OMDs are not permitted near/ around high rise building/ high voltage lines/ electricity towers and its distance from the nearest building/ High Voltage lines/ electricity towers shall be 1.5 times the total height of gas balloon.
 - (iv) Inflatable OMDs shall be inflate with air (any kind of gas is not permitted).

(8) The policy shall be open for adopting new technologies provided they do not contravene any general permission criteria, and shall also be approved by the Municipal Corporation. The permission shall be taken from the Municipal Corporation before implementing any such mediums.

16. Permission criteria

- (1) All on premises OMDs/ business/ trade signs shall be restricted to commercial areas and authorized business/ trade establishments within institutional areas.
- (2) OMDs are not permitted in residential areas. However, OMDs in commercial component (i.e. neighbourhood market place) in residential area are permitted. OMDs shall strictly face the market only and in no circumstance shall face residential area.
- (3) OMDs are not permitted in the ROW of National Highways, subject to exceptions specified by National Highway Authority of India (NHAI) through instructions from time to time.
 - (i) In case NHAI permits any advertisement agency to install advertisements on its property falling within Municipal Corporation, the advertisement company shall get itself registered in Municipal Corporation.
- (4) OMDs shall not be permitted within ROW of State Highways or any other road.
- (5) Illuminated-On premise OMD is not permitted in shops/commercial establishments facing residential areas on streets with width less than 12 meters.
- (6) No OMD shall be attached in any way to trees or shrubs.
- (7) No trade and business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.
- (8) On premise OMD in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings
- (9) On premise OMD shall not in any form or manner interfere with openings required for light and ventilation.
- (10) Under no circumstances shall on premise OMD be located to obstruct or alter the frontal silhouette of any transparent/ translucent surfaces/ openings.
- (11) Non-illuminated transparent/ translucent signs shall be permitted on transparent/ translucent external surfaces at any level.
- (12) No trade and business sign shall be in any form or manner interfere with fire safety transit/ exit space requirements and prescribed norms.
- (13) All on premise Outdoor Media Device shall under no circumstances reflect activity/ activities other than those undertaken within the premises.
- (14) No OMD 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.
- (15) All on Premise OMD shall have the compulsory required information as under:
 - (ii) Name of the trade and business
 - (iii) Shop/Premise number
- (16) All on premise OMD shall conform to the prevailing laws with regard to decency, decorum, social harmony etc.
- (17) All the OMD shall be visually interesting and exhibit a high level of design quality.
- (18) All on premise OMD must conform to structural/ architectural discipline of the surface/ edifice/ building/ open areas.
- (19) The scale and location of a sign shall be compatible not only with the building to which it is affixed but also take into consideration nearby buildings, streets and existing signs.
- (20) Materials used in all on premise OMDs shall be non-polluting, fire resistant and injury proof.
- (21) Any new sign Media Device 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.
- (22) The cabling and conduit shall 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.
- (23) No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign shall be

self-supporting or fixed securely with the architectural structure.

(24) 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.

(25) OMD on the rooftop of building is not permitted.

(26) OMD on building surface in no circumstance shall project beyond the width of building.

(27) OMDs shall not be put up on overhead traffic signs, ground mounted traffic signs, overhead traffic signals, and ground mounted traffic signals.

(28) OMDs are not permitted on telephone/ electric poles/ transformers/ High Transmission line towers.

(29) OMD shall not be allowed to install within 100 metres of a construction zone of roadwork site, where construction is going on.

(30) The sign information shall be kept to a minimum in the interest of both aesthetics and traffic safety.

(i) 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 shall be allowed as they present a traffic hazard.

(ii) Sign shall be non-reflective such that they do not flash or glare at drivers on the streets. Signs shall not use reflective surfaces as mirror foils etc. as the use of such material are visually disruptive to traffic and may be hazardous to oncoming drivers.

(iii) All permitted signs shall attract levies payable as outlined by the Municipal Corporation.

(iv) The minimum vertical clearances for Advertising Devices are specified in the table below.

Advertising Device – Minimum Clearances	
Location Description	Minimum Vertical distance
Generally (for all types of advertisements)	2.5 metres, from the highest point of ground surface to the lowest surface of the device.
Above the road surface (including shoulders and traffic lanes) or any part of the device is within the clear zone (no safety barrier) or the deflection zone of a safety barrier if a safety barrier is installed. (e.g. Gantries and Foot Over Bridges.)	6.5 metres from the highest point of ground surface to the lowest surface of the device.
Attached to road infrastructure (e.g. Overpass)	The billboard must be located so that no portion of the Advertising Device is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.

(31) In no case, OMD shall project over the ROW and pedestrian pathway.

(32) Where these bylaws are silent, provisions stated in IRC-46-1972 “A Policy on Roadside Advertisement” shall be referred.

17. Acknowledgement OMDs.

(1) Acknowledgment OMD shall not contain contact information, directions, slogans, telephone numbers, or internet addresses. It shall have their acknowledgment logo placed on an Acknowledgment OMD. The acknowledgment logo shall be less than 1/3 of total OMD surface area specified below.

(2) Acknowledgment OMD on green lawns, landscaped islands, pedestrian/ cyclist pathway and central medians shall be restricted to 0.2 square metres area plate, and their spacing shall not be less than 15 metres at a road with speed less than 50km/h. If it is on roundabouts then spacing along installed perimeter length shall be taken and standard dimension board of 800mm and 250mm shall be installed. The installed sign shall not obstruct the view of any directional/diversion/warning sign. Such signages are qualified as Acknowledgement Signs and shall contain acknowledgment of sponsor only and no third party advertisement shall be permitted.

(3) Acknowledgement signe shall not be installed on the front or back of, adjacent to, or in close proximity to any other traffic control device, including traffic signs. At key decision points where a road user's attention is more appropriately focused on other traffic control devices, roadway geometry, or traffic conditions, including exit and entrance ramps, intersections, highway-rail grade crossings, toll plazas, temporary traffic control zones, and areas of limited sight distance. The minimum spacing between acknowledgment signs shall not be less than 25 metres at a road with speed less than 50km/hr.

18. Marquee OMD (Hangs from canopy projecting from the building) shall not be more than 2 metres in height and its bottom shall be 2.5 metres above the footpath.”.

Anand Mohan Sharan,
Principal Secretary to Government, Haryana,
Urban Local Bodies Department.