

Government Of Bihar

Urban Development and Housing Department

Bhagalpur Municipal Corporation

Notification

Bhagalpur Municipal Area Advertisement Rules, 2025

(Draft)

The ___ of June 2025

No ___ / _____ -

In the exercise of powers conferred under section 419 of Bihar Municipal Act, 2007, for display of advertisements and other such devices at any place within the jurisdiction of the Bhagalpur Municipal Area, after due consideration of the objections/suggestions received, the Municipal Area Advertisement Rules, 2025 are finally published:-

1. Short Title and Commencement.

- i. These rules shall be called as “Bhagalpur Municipal Area Advertisement (Amendment) Rules, 2025”.
- ii. It shall come into force upon approval by state government and with effect from date of their publication in the Official Gazette.
- iii. All previous rules and regulations applicable on the same subject shall be repealed after the notification of “Bhagalpur Municipal Corporation Advertisement (Amendment) Rules, 2025”.
- iv. These regulations shall be applicable in relation to all the matters pertaining to grant of permission for display of advertisements and similar devices in any place, locality or location falling within the jurisdiction of the Bhagalpur Municipal Corporation.

2. Definitions: In these rules, unless the context otherwise requires

- i. **“Advertisement”** means and includes any device or representation in any manner such as announcement or direction by word, letter, model, sign by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, neon signs, variable message display, pole, kiosk, street furniture, gantry advertisement etc. displayed to promote a product or service in a commercial sense;
- ii. **“Advertising”** means the act or process of displaying an advertisement;
- iii. **“Agency”** means an applicant who may be an individual, registered charitable organization, firm, partnership, trust, society, Limited Liability Partnership, or a company incorporated under the Companies Act, 2013 or any previous company law, any department of government, any corporate established by or under any central act, state act or provincial act;
- iv. **“Billboard/hoarding”** an advertisement device with large space for advertisement in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building;
- v. **“Building line”** means the line up to which the plinth of a building may lawfully extend on the side, which abuts the street or an extension of a street or a strip of land earmarked or reserved for future construction of street and such line is mentioned in the approved plan or co-ordination plan or the scheme by Bhagalpur Municipal Corporation;
- vi. **“Commercial building”** means a building used or constructed or adopted to be used or intended to be used wholly or partially for business purpose;
- vii. **“Competent Authority”** means Municipal Commissioner/ Executive Officer or any officer or committee appointed by the Municipal Commissioner/Executive Officer;\
- viii. **“Department”** means Urban Development and Housing Department;
- ix. **“Display”** means an advertisement being visible to public;
- x. **“Electronic hoarding”** means an advertisement, with display made from LED (Light Emitting Diode) or LCD (Liquid Crystal Display) or any other electronic source, to display running text, displays and informational messages from computer programs and software or any other means;
- xi. **“Form”** means a form prescribed under these rules;
- xii. **“Indian Road Congress or IRC”** means the applicable Indian Road Congress codes, regulations made and directions issued there under, from time to time;\
- xiii. **“Intersection”** means the same level junction where two or more roads are either meeting or crossing;

- xiv. **“Public building”** means and include a building used or constructed or adopted (be used either ordinarily or occasionally, as a place of public worship, a theatre, hostel, Government office, public hall, public concert room, public lecture room, public exhibition or as a public place of assembly or occasionally for any similar purpose;
- xv. **“Public place”** means any place which is open for use of the public;
- xvi. **“Public street”** means road, street or through fare or other right of way to which the public has a right of access or which is commonly used by the public and includes any portion of a Right of way of public street including a foot road;
- xvii. **“Road traffic sign”** means any road traffic sign and traffic signal as contemplated in the IRC or any applicable act;
- xviii. **“Self-advertising”** means owner who is displaying advertisement of brands other than own brands of shops, building, establishment, land etc.;
- xix. **“Street furniture advertisement”** means an advertisement displayed on any public facility or structure which is not primarily for advertising and includes a seating bench, plant box, foot road, litter bin, pole mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain etc. of approximate size and shape serving the functional requirement of such street furniture with advertisement either directly pasted/affixed or in the form of a panel;
- xx. **“Structural engineer”** means a person who is a Master in Structural Engineering or equivalent degree in civil engineering of a recognized Indian or foreign university or corporate member of civil engineering division of the institute of engineers of India or equivalent institute, with a minimum of three years of experience in structural engineering practice in designing structure and field work qualification in structural engineering and is authorised;
- xxi. **“Structure”** shall include a post, pole, tree, bridge, embank and road surface etc. and also a tramcar, omnibus and any other vehicle any movable board used primarily as an advertisement or advertising medium;
- xxii. **“Trailer advertising”** means an advertisement mounted on a trailer, bicycle or vehicle, which is stationery or moving with the sole purpose of advertising;
- xxiii. **“Tri-vision advertisement”** means an advertisement hoarding that uses rotating triangular panels in a synchronized manner such that the three faces

of the triangular section are seen one after the other displaying three different advertising messages. These could be illuminated or non-illuminated.

3. Classification of Advertisement Device

3.1 The categories of the advertisement devices: -

3.1.1 Category 1: Large-format advertisements, mainly fixed on billboards/unipoles and bridge and flyover panels,

3.1.2 Category 2: Advertisement mounted on public amenities, like public toilets, garbage collection points,

3.1.3 Category 3: Fleets and transport related infrastructure;

3.1.4 Category 4: Advertisement devices for self-advertisement of brands other than own.

The above-mentioned categorization of advertisements shall also include the advertisements installed in a temporary manner, such as government and political advertisements displayed on certain occasions.

For example, special kind of advertisements like big size gates etc. shall be categorized under the category-1 large format advertisements.

3.2 However, apart from the above categorized advertisements, no other type of advertisements shall be allowed in the area of Bhagalpur Municipal Corporation. Certain non-commercial wall-paintings by the government institutions or cultural organizations may be allowed by the Bhagalpur Municipal Corporation which must be in conformity with the overall theme and aesthetic design of the area. However, the areas and locations of such wall-paintings shall be well defined by the Corporation.

3.3 Any other category of devices, which are not specifically defined here but might be defined in future by the competent authority, must be installed and displayed while following general criteria as per these rules.

4. Zoning of Area for Advertisement

Bhagalpur Municipal Corporation shall categorize their respective area into various zones as per the potential of advertisement rates.

While notifying the zones, the corporations shall consider following points:-

a) The zones shall be notified as per the advertisement potential of the area of the Corporation. Area with similar advertisement potential shall be clubbed

in same zone. Bhagalpur Municipal Corporation shall identify such area, club them together and notify the zones.

- b) There is no limit on the number of zones, however the Corporation shall fix the number of zones in such a manner that the implementation of these rules become easy.
- c) The zones shall be well demarcated.
- d) In the future, the Bhagalpur Municipal Corporation can increase or decrease the number of zones. An information in this regard shall be given to the Urban Development and Housing Department.

5. Advertisement Revenue

i. License fees for all category:

- a) Every person or agency that installs, displays, pastes, or retains an advertisement on any land, building, wall, hoarding, frame, base, or structure, or on any vehicle, or displays an advertisement in a public place that is visible from a public path or public location (including advertisements displayed through cinematography) shall be required to pay a license fee based on the classification of Bhagalpur Municipal Corporation into five clusters under a centralized system.
- b) GST shall be applicable on License and renewal fees.
- c) All processes will be conducted through an online portal/e-Proc.

ii. Advertising fees for Advertising Devices of Category 1,2 and 3:

Every person or agency that installs, displays, affixes, or retains an advertisement on any land, building, wall, hoarding, frame, base, or structure, or on any vehicle, or displays an advertisement in a public place that is visible from a public path or public location (including advertisements displayed through cinematography) shall be required to pay an advertisement fee for each such advertisement. The advertisement fee shall be determined through e-tendering/e-bidding process (minimum/base rates of advertisement fees are specified in Annexure-1, and categories are detailed in Schedule-1). The department may amend the minimum/base rates mentioned in Annexure-1 through a notification from time to time.

iii. Advertising fees for category 4

Owners of advertising devices, shops, commercial establishments, and institutions that install, display, fix, or maintain self-signage for their own brands, or advertise self-signage that is visible from a public road or public place, shall be required to pay an advertisement fee for each such self-signage advertisement. The advertisement fee shall be determined based on

a per-square-foot rate. The municipal body shall determine the rate for self-signage advertisement fees.

However, in such cases, self-signage shall be strictly installed/displayed following the general conditions specified for Category 4 devices in these rules."

iv. **Exceptional Case**

Railways will provide 25 per cent of the revenue earned through advertisement with Municipal Corporation/Nagar Parishad/Nagar Panchayat where the structure has been built or 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).

v. **Exempted Case**

- a) There shall not be any fees for the government advertisements on the government premises or public places reserved on certain occasions. However, such advertisements shall be displayed for a limited period and not more than 20 days (in one year) in any case or any such period as decided by the Urban Development and Housing Department from time to time.
- b) There shall not be any fees for the government signage such as road signage installed by the Road Department. However, the government signage shall also comply with the requirements of this rules and the Bhagalpur Municipal Corporation shall encourage an aesthetical, uniform and thematic design for such signage across the city.

6. Application for License:

- i. Before participating in the e-tender/e-bidding process, advertisers must obtain a license under a centralized system.
- ii. The validity of the license fee shall be for three years.
- iii. Upon the expiration of the license fee, the advertiser must renew the license annually.
- iv. The license and renewal fees shall be charged as per the rates mentioned in Annexure-1.

Explanation: The department may amend the license and renewal fee rates mentioned in Annexure-1 through a notification from time to time.

7. License Process:

- i. Before issuing a license, the department shall ensure that:
 - a. "The entity obtaining the license and its directors, owners, proprietors, or partners submit an affidavit stating that they have not been disqualified by any municipal corporation, municipal council, municipal panchayat, or any other government institution (this shall be effective from the date of publication of these rules in the Gazette)."
 - b. "The entity obtaining the license and its directors, owners, proprietors, or partners do not have any outstanding dues to any municipal corporation, municipal council, or municipal panchayat (this shall be effective from the date of publication of these rules in the Gazette)."
 - c. "The entity obtaining the license does not have any pending payments related to advertisement fees (this shall be effective from the date of publication of these rules in the Gazette)."
 - d. "If an advertiser has already obtained an order or entered into an agreement for publishing advertisements under any urban local body before the enforcement of these amended rules, such order/agreement shall remain valid until December 31, 2025. After that, the advertiser must obtain a license under these rules."
- ii. "After considering the points mentioned in Rule 7(a), the department shall issue a unique ID to the entity obtaining the license."
- iii. "The licensing process must be completed within 30 days of receiving the application. In special circumstances, an additional 30 days may be granted."
- iv. "The license fee must be paid online at the time of application."
- v. "Upon the expiration of the license fee, the advertiser must renew the license within 90 days. If renewal is not done within this period, a penalty of 2100 per day shall be charged for the next 30 days. After this period, the department shall have the authority to cancel the license."
- vi. (i) "Private land/buildings shall be granted advertisement permission (authorization only if they regularly pay the holding tax on private land/buildings as per the Bihar Municipal Act, 2007, and Bihar Municipal Building By-Laws."

Explanation: The department shall issue notifications regarding structural fitness and other conditions from time to time.

(ii) "The department shall determine the minimum/base rate for advertisement fees on private land/buildings. The municipal body shall calculate the advertisement fee (authorization fee) per square foot based on the classification of roads.

However, the authorization fee shall not be lower than the rate determined by the department (minimum/base rates for authorization fees on private land/buildings are specified in Annexure-1). The department may amend the minimum/base rates mentioned in Annexure-1 through a notification from time to time."

Explanation: Advertisers must pay an authorization fee for existing advertisements on private land/buildings one year after the enforcement of these rules.

vii. "To ensure the smooth operation of all essential works related to advertisements, a separate unit shall be established at the Urban Development and Housing Department (Headquarters) and in each municipal body."

8. Documents for Application for the display of advertisement:-

- i. Application for regular advertisement
 - a. The applicant agency has to apply for permission in the prescribed form.
- ii. Documents to be submitted with application for display of advertisement-
 - a. No Objection Certificate is mandatory from owner (except the Municipal Corporation/Nagar Parishad/Nagar Panchayat) of the land/building over which advertisement is proposed to be displayed.
 - b. If the NOC is from a co-operative housing society, copy of the resolution duly passed in the general body meeting, certified by the Auditor of the society.
 - c. An Indemnity Bond cum Undertaking by the advertising agency.
 - d. Two copies of key plans of the location in the scale of 1:2500 and Block Plan in the scale of 1:250 (wherever applicable).
 - e. Two copies of the design and colour scheme and sketch showing the exact location of the proposed site in question, including

computer generated design image along with external lighting fixtures. (wherever applicable).

- f. Two copies of 10'x8" size photographs taken from a distance of 60 meters from the proposed site with marking of the proposed hoarding thereon. (wherever applicable).
- g. Two copies of the location plan indicating presence of any trees or any other hoarding within 50 meters of the location along the same alignment and dimensions thereof. The details of the owner if known, may be given. (wherever applicable)
- h. NOC from the Civil Aviation Department of the Government of India, wherever necessary.
- i. The structural design/plan along with structural design calculations approved by an authorized structural engineer. (wherever applicable).
- j. The structural stability certificate/fitness certificate for hoarding/unipole and other advertisement structure is mandatorily required from authorized structural engineer (wherever applicable).
- k. The agency applying for the permission shall submit the Registration Certificate under the Bihar shops & Establishment Act. (wherever applicable)
- l. The structural design/plan of the hoarding of the structure (wherever applicable).

9. Process of Bidding:-

- i. The Bhagalpur Municipal Corporation shall categorize their respective area into various zones which shall be notified by the Corporation within 1 month from the notification of these rules.
- ii. "Schedule-1 of these rules defines various categories of advertisements. The Bhagalpur Municipal Corporation shall issue an e-tender/e-auction for each category of advertisement in each area. The rate per square foot for each category of advertisement shall be determined through the e-tender/e-auction process for each area. The bidder offering the highest per square foot rate for a particular category of advertisement in any area shall be permitted to display the advertisement. However, this advertisement rate shall not be lower than the per square foot rate

determined by the department (the minimum/base rate of advertisement fees is specified in Annexure-1). The department may revise the minimum/base rate of advertisement fees mentioned in Annexure-1 from time to time through notification.

- iii. While displaying the advertisement, the advertiser shall fulfil all the relevant criteria mentioned in these rules.
- iv. Any advertiser can participate in the bidding process for more than one zone and for more than one category/type of advertisement.
- v. The e-auction process shall be done through an online portal/ e-procurement (e-proc) system.
- vi. The e-tender/e-auction shall be published in at least two national daily newspapers, three state daily newspapers (including one national daily newspaper) for Bhagalpur Municipal Corporations. To ensure broad outreach and participation, the e-auction period shall be a minimum of 21 days.
- vii. **Exception:** For display of advertisement via vehicles like buses/auto/taxi or any other vehicles, advertisement via cinema halls and advertisement via local cable tv, zoning criteria shall not be applicable. For advertisement on vehicles bidding process shall be followed considering while urban local body as single zone for bidding. Rates for display of advertisement via local cable tv has been fixed in the annexure 2. Rates for advertisements for cinema halls, umbrella advertisement and advertisement through audio system shall be fixed by the respective urban local body within one month after the notification of these rules. All other relevant criteria of these rules shall be applicable on these types of advertisements.

10. Fixation of Base Rate for bidding: -

- a. The Bhagalpur Municipal Corporation shall fix a base rate for all categories of the advertisement as mentioned in the schedule 1 for each zone. (except for advertisements in local cable tv, umbrella advertisement, advertisement through audio system)
- b. The base rate for each category of advertisement for each zone shall be fixed within 1 months from the notification of these rules after getting approval from the Urban Development and Housing Department.

11. Approval of Advertisement

- i. Successful bidder shall furnish information of all the advertisements it intends to erect/display in the respective zone to the Bhagalpur Municipal Corporation.
- ii. Application form shall be accompanied with the documents as per these rules.
- iii. While evaluating an application for advertisement, Competent authority shall ensure the following: -
 - a. That the application is in compliance with these rules and the Act;
 - b. That the application shall not be in contravention of any directives of a court
- iv. The competent authority, in its sole discretion, reserves its right to accept or reject any particular advertisement to be erected by the successful bidder if it contravenes any section of these rules.
- v. Based on the rate of the advertisement as determined by the bidding process, the competent authority shall calculate total value of the advertisement to be erected by the advertiser.
- vi. The competent authority, after following due process shall within thirty days, in writing or electronically, notify its decision to the applicant.
- vii. The successful bidder/advertiser shall pay the total amount of the advertisement fee as calculated by the competent authority within 15 days after intimation from the competent authority.
- viii. Any permission granted by Competent authority pursuant to evaluation of an application, shall not be withdrawn by the advertiser prior to at least three months.

12. Permissibility of different category of Advertising device

As per Schedule I appended herewith

13. Specific conditions for different category of advertising device

As per Schedule II appended herewith.

14. Advertisement and Road Safety Criteria

An advertising device may be considered a traffic hazard and permission of its installation and display shall be disallowed:

- a. If the Advertising Structure is not as per the fixed standards and the fitness certificate of the same has not be furnished:

b. If it interferes with road safety or traffic efficiency;

15. Advertisement and Aesthetic Criteria

An advertising device/advertisement shall be considered aesthetically poor and permission of its installation and display shall be disallowed:

- If it obstructs the nature and its elements such as sky, trees, scenic views, rivers, ponds, etc.;
- If it is not cleaned and maintained aesthetically by the advertiser on regular basis;
- If it hurts any other aesthetic norms as identified by the competent authority.

16. Advertisement and Physical Criteria

Control of the physical characteristics of advertising devices shall be as follows:

- Advertising shall not use traffic sign shapes in colour of traffic sign that could potentially be mistaken for an official traffic sign.
- Advertising shall not contain flashing red, blue or amber point 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.
- 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 0000 hours (12am) and sunrise by automatic timing devices.
- Non-static illuminated advertising devices (flashing lights) are not permitted within the boundaries of cities.
- Variable message advertising devices are not permitted in the area other than as specified in Summary of Category 1 advertising device within the Bhagalpur Municipal Corporation 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 the Bhagalpur municipal authorities.

(This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management or for displaying other information, Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.)

17. Advertising and Content Standards:

- i. The competent authority may take action to modify or remove any advertisement device if it causes any of the following negative advertisements or poses a traffic hazard.

List of Negative Advertisements:

- a. Nudity
- b. Racial advertisements or advertisements promoting ethnic communities or ethnic differences.
- c. Advertisements promoting intoxicants, alcohol, cigarettes, or tobacco.
- d. Advertisements promoting exploitation of women or children.
- e. Advertisements with sexual overtones.
- f. Advertisements depicting cruelty to animals or those tarnishing the reputation of any nation or institution.
- g. Advertisements containing satire or critical commentary on any brand or individual.
- h. Advertisements prohibited by any law.
- i. Advertisements glorifying violence.
- j. Advertisements depicting destructive devices and explosives.
- k. Psychotropic, laser, or moving display advertisements, advertisements of weapons or related items (such as gun parts, ammunition, etc.).

- l. Advertisements that are defamatory, trade disparaging, illegally threatening, or illegally harassing.
 - m. Advertisements containing obscene content or depicting women in an indecent manner under the Indecent Representation of Women (Prohibition) Act, 1896.
 - n. Advertisements directly or indirectly related to or describing prohibited items or services under Indian laws, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, and the Indian Penal Code, 1860.
- ii. Any other advertisement deemed inappropriate by the municipal body:
 - a. All advertisements should have text that is easily readable by vehicle drivers, minimizing distractions. Signage should be quickly and easily decipherable.
 - b. Advertisement panels should not contain complex text or graphics that require memorization. The size of the letters should not be such that drivers or passengers have to stop to read them, as this could disrupt traffic and distract drivers.
 - c. As a general rule, all signs should be designed in a manner so that letters do not cover more than 20% of the sign area.
 - iii. For short-term advertisements, the advertiser must obtain permission from the relevant municipal body through the online portal. Except for cases prohibited under sub-rules (p) and (pp), the municipal body shall grant or reject permission within 48 hours, with reasons for rejection. If no action is taken within the prescribed time, permission shall be deemed granted.

18. Advertisement and Structure Criteria

- a. Advertising device/advertisement structures including the foundations 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 rules. The designs shall be certified by an experienced and practicing structural engineer and shall be submitted to the Bhagalpur Municipal Corporation for approval before start of work at the site.
- b. The supporting structure shall have a non-reflective finish to prevent glare. The device structure shall be well maintained at all times. It shall

be painted in colours that are consistent with the aesthetic requirement, and enhance the surrounding area and will be compliant with the criteria for colours laid out earlier in these rules.

- c. Official road furniture such as official signs and delineator guide-posts shall not be used as the supporting structure of an advertising device.
- d. The name of the advertising agency shall be placed in a conspicuous position on the device.

19. Advertisement and Electrical Connection

- a. 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 Bhagalpur Municipal Corporation.
- b. 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.
- c. Electricity from the 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 and such innovative and energy-saving proposals shall be encouraged by the Bhagalpur Municipal Corporation by giving relaxation/rebate @ 5% of the advertisement fee.

20. Withdrawal and Amendment

- i. Any permission under section 145 of Bihar Municipal Act shall be void,
 - a. if the advertisement contravenes the provisions of any rules/regulators made under Bihar Municipal Act 2007, or
 - b. if any material change is made in the advertisement or any part thereof without the previous permission of the Competent authority, or
 - c. if the advertisement or any part thereof falls otherwise than by accident, or
 - d. if, due to any work by the Central Government, the State Government, or the Bhagalpur Municipal Corporation or by any statutory authority, the advertisement is required to be displaced

- ii. Competent authority shall have the power to withdraw an approval granted or amend any condition or impose a further condition in respect of such approval if, in the opinion of the Competent authority, the advertisement concerned:
 - a. is or has, as a result of a change to the nature of the environment or the amenity of the neighbourhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence;
 - b. constitutes, or has become, a danger to any person or property;
 - c. is obscuring a critical and aesthetically important natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;
 - d. is or has become prohibited in terms of these rules or any other law;
 - e. is the part thereof falls either through an accident or any other cause;
 - f. have any addition made to it except for the purpose of making it secure under the direction of the Competent authority;
 - g. have any changes thereof,
 - h. upon the building or structure or property demolished or destroyed, and relates to any other site/location, as may be decided by the Competent authority of Bhagalpur Municipal Corporation in public interest, safety, aesthetics etc.
- iii. The cost incurred while removing the advertisement shall be borne by the agency and shall be recovered from the agency at the time of removal or at the time of release of confiscated advertisement device.

21. General Requirement for Advertisement

- i. Agencies displaying advertisements through hoardings must display the agency's name, allocated license number, and license expiry date, month, and year on the corner of the hoarding in an appropriate size that is easily visible.
- ii. After approval, advertisement shall not be altered, removed, or upgraded, other than for maintenance work which may be required for the upkeep of an advertisement, without prior written approval of the competent authority.

- iii. Every power cable and conduit containing an electrical conductor for the operation of an advertisement shall be so positioned and attached so that it is not unsightly.
- iv. No advertisement shall be connected to any electricity supply without the prior written permission of the electricity supply authority/power distribution company and such permission shall, on request by an authorized official, be presented to them by the agency of the advertisement concerned.
- v. The electrical connections and components in all the advertisement shall be in accordance with relevant Bureau of Indian Standards (BIS), Indian Electricity Rules and designed to ensure there is no safety or traffic risk.
- vi. The agency of the advertisement shall ensure that disposal of any type of material including media for display is disposed of as per the Environment Protection Act, 1986 and subsequent changes in it and other applicable rules.

22. Prohibition of Advertisement

- i. With reference to section 145 of Bihar Municipal Act 2007, no person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame post, kiosk, structure, vehicle, neon-sign or sky-sign, any advertisement or display any advertisement to public view in any manner whatsoever (including any advertisement exhibited by means of cinematograph), visible from a public street or public place, in any place within the Municipal area without permission, in writing, of the Chief Municipal Officer. The Chief Municipal Officer shall not grant such permission, if-
 - a. The advertisement contravenes any provisions of this Act or the rules or the regulations made there under, or
 - b. The amount, if any, due in respect of the advertisement has not been paid.
- ii. No person shall broadcast any advertisement, except on radio or television, without the permission, in writing, of the Chief Municipal Officer.
- iii. In addition to any other prohibition, expressed or implied, in these rules, no person shall erect, maintain or display advertisement on.
 - a. National Parks, district forests and water bodies in it.
 - b. Historical monuments, cremation grounds, graveyards and ruins.

- c. World Heritage areas,
- d. Areas classified as remnant endangered regional ecosystem;
- e. Within religious places, such as 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-to-case basis by the Bhagalpur Municipal Corporation in rarest of rare cases).

- iv. No person shall deface or cause to be defaced any device, mark letter or words that may have been put up by the Bhagalpur Municipal Corporation or the permitted advertisements by the Corporation. Any contravention thereto shall be punishable under the Bihar Prevention of Defacement of Property Act, 1985,
- v. In addition to any other prohibition, expressed or implied, in these rules, the Competent authority shall take necessary action to modify or remove the following advertisement showing or expressing negativity in the content
- vi. No signage shall be allowed beyond the length of the shop

23. Inspection

- a. The Competent authority shall for any purpose relating to the implementation and enforcement of these rules, carry out an inspection of any advertisement.
- b. Competent authority shall carry out the inspection with respect to "Form" as notified by the competent authority, from time to time and may produce written communication of his appointment as a nominated officer empowered to carry out inspections.

24. Maintenance of Advertisement and removal of unauthorized advertisement

- i. Subject to provisions in these rules-
 - a. The advertising agency is responsible for maintaining the device area so that it does not become unsightly or deteriorate surrounding such a degree that it is in conflict with any provisions of these rules;

- b. An advertising agency shall carry out regular inspection of advertisement with a view to satisfying himself that it has been properly motioned forthwith carry out any necessary maintenance resultant upon such inspection.
- ii. The advertising agency shall ensure that an information plate (minimum size of one foot by one foot with the embossed logo of Bhagalpur Municipal Corporation providing details of the Competent authority and details of advertisement, as required by the competent authority, are displayed and maintained in good condition at all times. Failure to do so shall result in penalty as specified in the rules.
 - iii. Any unauthorized advertisement devices installed at any location, property vehicle, bridge, building etc shall be removed. No leniency shall be shown towards any violator or unauthorized device. Moreover, during the removal of any unauthorized device, priority will be given to remove such devices which would be considered as traffic hazard or aesthetically poor in nature.
 - iv. If the advertising device is creating, or likely to create, a traffic hazard immediate action shall be taken to remove the advertising device.
 - v. 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 of conflate.
 - vi. Where unauthorized advertising is removed, it may be disposed off immediately by the Bhagalpur Municipal Corporation. The owner may collect the advertising device only after payment of removal cost plus additional penalties.
 - vii. Advertising attached to a vehicle, where a registered motor vehicle of trailer is parked within the jurisdiction of Bhagalpur Municipal Corporation for the sole purpose of advertising without permission, the transport department authorities shall be asked to cancel He registration of the vehicle. 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 Bhagalpur Municipal Corporation and/or Traffic police is dispose of the vehicle.

25. Offences and Penalty

- i. Whosoever contravenes any of the provision of this rules shall be liable to fine/penalty as specified under these rules
- ii. Competent authority of Bhagalpur Municipal Corporation shall have the power to remove the advertisement if it does not comply with the rules. The cost incurred while removing the advertisement shall be borne by the agency
- iii. If any agency has issued an advertisement without prior approval or does not comply with the approved specifications, the competent authority shall have the power to impose a fine/penalty and remove the advertisement under the relevant sections of the Bihar Municipal Act, 2007.
- iv. In case of self- advertisement, if the advertising agency has displays its own advertisement which exceeds the building line then Bhagalpur Municipal Corporation shall have the power to impose a fine/penalty and remove the advertisement under the relevant sections of the Bihar Municipal Act, 2007."
- v. In the case of self-advertisement, if an advertising agency displays an advertisement other than its own, it must obtain permission from the Bhagalpur Municipal Corporation and pay the prescribed fee. If the agency places an advertisement other than its own without permission, the competent authority shall have the power to impose a fine/penalty and remove the advertisement under the relevant sections of the Bihar Municipal Act, 2007.
- vi. If the agency or owner fails to pay the penalty within three working days from the date of imposition, the competent authority shall have the power to impose a fine/penalty and remove the advertisement under the relevant sections of the Bihar Municipal Act, 2007.
- vii. The penalty is applicable to all category of advertising device from 1-4.
- viii. In the case of second violation, the competent authority shall have the power to impose a fine/penalty on the advertising agency under the relevant provisions of the Bihar Municipal Act, 2007, along with the authority to remove the advertisement.
- ix. In the case of a third violation, the competent authority shall have the power to impose a fine/penalty on the advertising agency under the relevant provisions of the Bihar Municipal Act, 2007, along with the authority to remove the advertisement.

26. Documentation

The advertising agency shall retain certified copies of all documentation relating to the approval for display of advertisement device, for as long as advertisement is erected or displayed, and shall on request by an authorized official, present such documentation.

27. Serving of Notice

Any notice that is required to, or may be served, delivered or given in terms of, or for the purposes of these rules, shall be served in any of the following ways:

- i. by sending a copy of the notice by registered or under postal certificate to the last-known address of the advertising agency and, unless the contrary is proved, it is deemed that service came into effect on the seventh day following the day on which the document was posted;
- ii. by faxing a copy of the notice to the advertising agency, if the advertising agency has in writing furnished a fax number to the Bhagalpur Municipal Corporation (MMC);
- iii. by forwarding the notice through e-mail at the registered E-mail ID; and
- iv. by handing over a copy of the notice to the owner or any of the authorized representative of advertising agency.

28. Indemnity

Advertising agency shall be required to indemnify the Bhagalpur Municipal Corporation (MMC) for the designated advertisement and activities against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon Bhagalpur Municipal Corporation (MMC) which arise as a result of the installation or existence of advertisement. Advertising agency shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of advertisement and the consequential claim shall be borne by Registering Entities who shall also indemnify and safeguard the Bhagalpur Municipal Corporation (MMC), its employees or any entity employed/appointed by the Corporation. If any legal proceeding arises due to the content of the advertisement displayed, the advertising agency shall be fully liable for any legal implication.

29. Interpretation

- i. In case of any ambiguity or discrepancy in interpreting the provisions of the English and the Hindi version of this Rules, the provision of the English version of this Rules shall prevail.
- ii. and if any doubt arises as to the implementation of any of the provisions of these Rules, the matter shall be referred to the Competent Authority of Bhagalpur Municipal Corporation (MMC), whose decision thereon shall be final.

30. Mode of Payment:

The payment of licensing/renewal/advertisement or other fees shall be made through the online portal.

31. Appeal

In case of disputes between the municipality and the advertising agency, the competent authority for appeal shall be the Bhagalpur Divisional Commissioner.

By the order of the

Annexure 1

Least/Base Rate imposed on Advertisement

SL. No.	Categories of ULB's	HOARDINGS (Per Square Foot Per Annum)
1	All ULB's (Except PMC)	Rs. 08

Annexure 1(A)

Advertisement License & Renewal Fee

SL NO	CLUSTER	LICENCE FEE (Rs.)	RENEWAL FEE (Rs.)
1	All ULB's	200000	75000
2	All ULB's (Except PMC)	100000	50000

Annexure 1(B)

Least/Base Rate of Permission fee imposed on Private Building/Land

SL. No.	Categories of ULB's	Private Building/Land (Per Square Foot Per Annum)
1	All ULB's (Except PMC)	Rs. 04

Annexure 2
Advertisement Categories

S. No	Types of advertisement	Remarks
1	Hoardings/ Billboards/ Unipoles/ Bipoles/ Gantry per sq feet per Annum	
	• illuminated	
	• non illuminated	
2	Variable message advertising device such as LCD, LED etc per screen per annum	
3	Pole Kiosk per sq feet per annum	
	• illuminated	
	• non illuminated	
4	Display/Indicator board per sq feet per annum	
5	Mobile display per annum	
	• illuminated	
	• non illuminated	
6	Street Furniture per sq feet per annum	
	• illuminated	
	• non illuminated	
7	Banner/Poster/flex per sq feet per annum	
8	Other type of advertisement per sq feet per annum	
	• illuminated	
	• non illuminated	
9	Advertisement in cinema hall per month	Rates as decided by Bhagalpur Municipal Commission (MMC)
10	Advertisement on local cable TV	On Advolarum basis at 10% on the rates charged by the advertisers
11	Umbrella per piece per location per month	Rates as decided by (MMC)

12	Advertisement through audio system	Rates as decided by (MMC)
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Annexure 3

Apply for License /Renewal of Advertising agency in

1. Name of the Company.....
2. Address of the Company.....

.....

Phone No:

.....

Email Id:

3. Company Category:

- | | |
|--------------------------|----------------|
| <input type="checkbox"/> | Proprietorship |
| <input type="checkbox"/> | Partnership |
| <input type="checkbox"/> | Pvt. Ltd. |

4. Name of the Proprietor/ Partners/ Directors

- i.
- ii.
- iii.
- iv.
- v.

5. Contact Person with MMC with Cell Number

NAME	Cell Number
i	
ii.....	

Contd.

Registration Amount

CIN Number for Company

GST Number of Company:

Udyog Aadhar Number (MSMF)

Aadhar Card Number

Permanent Account Number
Shop & Establishment Number
Old Registration number with..... Bhagalpur Municipal Corporation,
The applicant firm company has not been blacklisted by any Government entity in the
last 3 Years: Yes/No
The applicant firm/company has no pending dues: Yes/No
If yes please specify the total pending dues:
The applicant firm/company has no court case pending: Yes/No

Attachment:

1. Xerox Company CIN Certificate
2. Xerox of MoA/AoA
3. Xerox of Udyog Aadhar Number Certificate (MSME)
4. Xerox of Aadhar Card of Proprietor/Partner/Director
5. Xerox of Permanent Account Number
6. Xerox of Shop & Establishment Number
7. Xerox of Employees Provident Fund Certificate with latest receipt
8. Xerox of Employees State Insurance Certificate with latest receipt.
9. Xerox of Old Registration number with.....
Bhagalpur Municipal Corporation,

As above mentioned, information is correct in my/our knowledge.

Signature and Seal with Director

Date:

Annexure 4
Approval Form

No.....

Date.....

To,

.....
.....

Please refer to your application No....., dated __/__/__ for License of installation of Advertisement.

Dear Sir,

This is with reference to your application regarding License from Bhagalpur Municipal Corporation, for installation of an advertisement.

It is to inform that following decision has been taken in consideration of your application:

1. Your application for License is approved and unique identification number allotted to you is..... Please use the same for all future correspondence with..... the Bhagalpur Municipal Corporation, for activating your account on the website of the Bhagalpur Municipal Corporation.
2. Your application for new advertisement/ renewal is rejected on account of the following:
 - a. Incomplete application
 - b. Incorrect information provided
 - c. Pending dues with Municipal Corporation
 - d. Blacklisted status not verified
 - e. Others.

Thanking You

.....
.....

Note: In case of rejection of application, you may apply fresh on satisfying the above-mentioned conditions.

Note: This is a typical format only and is subject to modification/amendment by the Bhagalpur Municipal Corporation from time to time.

Annexure 5
Bhagalpur Municipal Corporation, Bhagalpur

Application Form for permission to exhibit Advertisement under the provisions of Bhagalpur Municipal Area Advertisement Rules, 2025.

1. Name/s of Applicant
2. Name of the Agency.....
3. Status : Proprietary firm/company/Charitable Trust/Others
4. Address.....
.....
Tel No:..... Fax:.....
5. Medium of advertisements applied for: Illuminated Non Illuminate
6. Form of Advertisement: Temporary Non temporary
7. Nature of advertisement applied:
8. Are you a charitable trust/ Institution applying for display of free banner?
Yes/no

If Yes:

- a. Purpose Academic/religious/public/awareness/health/political/others
- b. Date - From..... To
- c. Location: Single/Multiple

If multiple:

- i. No of locations
 - ii. Description of locations:
 - d. Text of the message of free banner.....
 - e. Indicate the category of Civic message you propose to carry:
 - f. Whether photocopy of Trust Registration attached: Yes/No
9. Dimensions: In Ft/Sq. Ft. In Mtr./Sq.Mtr.
- Length
 - Width
 - Total Area
 - Height

10. Site Location:

Name of the Road drawing visibility:

- Category of Road :
- Width of the Road :
- No. of Hoarding located within 25 Mtr.:
- No. of trees within 25 Mtr. On either side
- Whether trees are required to cut: Yes/No

11. Name of the Landlord:

12. NOC of the Landlord submitted: Yes/ No
Whether documents submitted as per Part III (B) /III (C): Yes/No

I have read carefully the approved policy guidelines of the Bhagalpur Municipal Corporation on above and have complied all the conditions. I accept that, in the event the information submitted by me is found false, I am liable for all such penal actions as prescribed under the law.

Date:

Signature of the Applicant

Designation:

For Office use only

Whether the application is complete as per the rules? Yes / No If yes, state:

- a) License No. :.....
- b) Processing Fee
- c) Deposit
- d) Date of receipt of application
- e) Call Date

Signature of the Authorised Officer

Annexure 6
INDEMNITY BOND-CUM-UNDERTAKING
on Rs. 200/- stamp paper

TO,

THE MUNICIPAL COMMISSIONER/EXECUTIVE OFFICER
.....

SUBJECT: Grant of permission for advertisement at

I Shri/ Smt./ MessrsAge
....., the owner of the property situated at
..... [Or in the case society]

We, Shri/Smt. [1][2].....[3]
.....[4]..... of the Management Committee of
M/s.....Co-operative Society (hereinafter
called as 'the owner')
[Or in case of trust]

[2] I, Shri/Smt.....
Proprietor/Partner/Director of the firm M/s.....
having its registered office at..... and residing at
.....[hereinafter called as "the Advertiser"];

Whereas the Adviser has made application to for a permission for
display of advertisement under section 146 of the B.M.A. Act, 2007.

And whereas owner has permitted the Advertiser to erect a hoarding and display advertisement
in their property situated at.....

.....
.....
.....
And whereas the Advertiser has applied to the Corporation for permission for display of
advertisement at.....

[location] and we the owner and Advertiser are required in terms of the laid down policy in this behalf to give joint undertaking:

The owner and the Advertiser do hereby agree and undertake as under

1. The owner and the advertiser hereby expressly agree and undertake to abide by the rules framed by the Urban development and Housing Department, Government of Bihar for display of advertisement.
2. The owner and the Advertiser hereby undertake that the erection of the hoarding and display of advertisement will not be adverted affect or cause any obstruction to the air, light and ventilation of the building belonging to the owners or to the neighboring building and/or premises.
3. The owner/society hereby confirm that the General Body has passed a resolution permitting the Advertiser to erect the hoarding and display advertisement in the society premises by passed resolution in the General Body meeting held on, the copy of the resolution, thereof, has been certified by the Auditor of the Society.
4. The owner and the Advertiser hereby further agree and undertake that they shall and will, at all times hereinafter save and keep harmless and indemnify the Bhagalpur Municipal Corporation, and the Bhagalpur Municipal Commissioner/ chief councilor or either of them from and against all actions, acts, suits, cost claims, damages, demands of any nature and kind whatsoever which may be instituted, claimed or made against the Bhagalpur Municipal Corporation or the Competent Authority or the or either of them by any person or persons by reason of the Competent Authority granting permission for display of advertisement in the premises.
5. We further agree and undertake that the Bhagalpur Municipal Corporation/ the Bhagalpur Municipal Commissioner/Chief Councilor shall not be responsible in respect of any litigation that may arise between the advertiser and the owner or with any other person or persons in this connection.
6. We further indemnify the Bhagalpur Municipal Corporation/ the Municipal Commissioner/Chief Councilor for –(i) structural stability of the building over which hoarding is proposed to be erected and also the structural stability of the structure of hoarding, (ii) aesthetic view, (iii) safety of trees within the distance of 25 mtrs. in front of proposed hoarding.
7. This Undertaking is binding upon us, out heirs, Executors, Administrator, Successor/ Successors and assignees.

Dated thisday of20

Yours faithfully

[]

[]

Witness:

1]

Schedule 1

Summary of permissibility of different category of advertising devices

Category-1 Devices

[Large-format advertisements (hoardings, billboards, unipoles, bipoles, bridge/flyover panels and variable message advertising device such as LED, LCD Screens etc.]]

S. No.	Description of Devices	Status	Status
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
1.1	Billboards/ Unipoles/ Bipoles [not permitted on "Other Road" category		
1.1. i	Industrial area	Permitted	
1.1.ii	Big size and spacious commercial area	Permitted	
1.1. iii	Spacious Recreational Area	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	
1.1.vi	Other areas like heritage sites, monument etc.		Not Permitted
1.1.vii	On rooftops of residences	Permitted	
1.1.viii	On mobile vans for purposes of advertising	Permitted	

1.2	Trivision	Permitted	
1.3	Railway Bridge panels	Permitted	
1.4	Flyover Panels	Permitted	
1.5	Foot Over Bridge (FOB) panels	Permitted	
1.6	Building wraps	Permitted	
1.6. i	Malls and Airport area	Permitted	
1.6. ii	Cinema Halls	Permitted	
1.6. iii	Area/Properties other than Malls, Airport area and Cinema Halls	Permitted	
1.7	Variable message advertising devices such as LED, LCD Screens etc		
1.7. i	Industrial Area	Permitted	
1.7. ii	Commercial areas	Permitted	
1.7. iii	Recreational Area		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) For other areas, permitted unless approved by competent authority	
1.7.vi	Other areas like heritage sites, monument etc.		Not Permitted
1.7.vii	On rooftops of residences	Permitted	
1.7.viii	On mobile vans for purposes of advertising	Permitted	

1.8	Ground-Level Hoardings	Permitted	
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Category-2 Devices

[Advertisements mounted on public amenities, like public toilets, garbage collection points etc.)

S.No	Description of Devices	Status	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	
2.5	Devices mounted on Public assistance facility	Permitted	
2.6	Pier or pylon mounted device	Permitted	
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 the Competent Authority
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 Area	Permitted	
2.9.iv	Public Parks, gardens etc.	Permitted	
2.9.v	Premise of Public Buildings	Permitted	Not Permitted unless approved by the Competent Authority
2.9.vi	Other areas along side road		
2.10	Vehicular Mounted Devices: Bus advertising private and public	Permitted	
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	Permitted (only on case basis)	
2.15	Air Borne devices	Only social messages permitted. For all other type of	

		messages permitted unless disapproved by competent authority	
2.16	Roof mounted devices in residences	Permitted	
2.17	Flag Signs		
2.17.1	Industrial area	Permitted	
2.17.	Commercial area	Permitted	
2.17.	Recreational areas	Permitted	
2.17.iv	Crematoriums and Burial grounds		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	Permitted	
2.17.vii	Outside city limit	Permitted	
2.17.viii	On rooftops of residences	Permitted	
2.17.ix	On mobile vans for purposes of advertising	Permitted	
2.18	Device mounted on Street Furniture	Permitted	

Category-3 Devices

[Advertisements on fleets and transport related infrastructure]

S. No.	Description of Devices	Status	Status
		Permitted Subject to General and Specific Permission Enteria	Not Permitted
3.1	Bus shelter and bus depot	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	

Category-4 Devices
[Self-advertising devices]

S. No.	Description of Devices	Status	Status
		Permitted Subject to General and Specific Permission	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	

Schedule 2

Summary of conditions for different category of advertising devices

Conditions for Category-1 Devices

[Large-format advertisements (hoardings, billboards, unipoles, bipoles, bridge/flyover panels and variable message advertising device such as LED, LCD Screens etc.)]

S. No	Type	General description	Description of device	Specific parameters			
				Max Length	Max Width	Max Height	Min Ground Clearance
	Category one	Large format advertising Device	Billboard/ Unipole/ Trivision				
1.1.1			For roads less than 100 feet roadway	16m	32m	30m (14m for Railways and Airport)	2.5 m
1.1.2			For roads more than 100 feet, roadway	20m	40m	30m (14m for Railways and Airport)	2.5m
1.2			Trivision	NA	NA	NA	NA
1.3			Railway Bridge Panels	30m	3m	-	-
1.4			Flyover Panels	30m	3m	-	-
1.5			Foot-Over-Bridge	30m	3m	-	-
1.6			Variable message Advertising devices such as LED, LCD Screens etc.	10m	5m	-	-
1.7			Ground-Level Hoarding	per actual	As per actual	4.2 m	-

				length of land	length of land/a vail ability		
--	--	--	--	-------------------	---	--	--

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 up to the maximum dimension of 14m x 8m and 20m x 5m respectively by the Competent authority **Maximum size of hoarding on principal road and main road must not exceed 40ft*40ft**

Specific Conditions for Category 1 Devices

[Large-format advertisements (hoardings, billboards, unipoles, bipoles, bridge/flyover panels and variable message advertising device such as LED, LCD Screens etc.)]

a.	Lateral Placement	<ul style="list-style-type: none"> • Not permitted on footpaths or in open areas beyond the footpaths. • Not permitted on any public utility infrastructure such as drains, nallah etc. • Where the footpath does not exist the advertising device shall not be permitted within 5 meters from the edge of existing carriageway.
b.	Longitudinal Placement	<p>Not permitted if any such form as will obstruct the path of pedestrians.</p> <ul style="list-style-type: none"> • Distance between two advertisement displays on flyover panel/ railway bridge/ FOB/ Government Land must not be less than 50m to avoid visual clutter and must not obstruct each-other. 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 Placement	<ul style="list-style-type: none"> • In main city areas, unipoles will not be allowed along railway bridges • Building wrap will be permitted strictly on Malls, Airport area 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. • The minimum distance to be maintained between any two Building Wraps shall be 10 m.
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Conditions for Category 2 Devices

[Advertisements mounted on public amenities, like public toilets, garbage collection points etc.]

S. No.	Type	General Description	Specific Parameters				Special Conditions
			Max Length	Max Width	Max Area	Min Ground Clearance	
2.1		Public			Up to 23 sq. m per single unit		Permitted only over approved surfaces of specified
		Amenity Mounted					properties designed for Amenity/facility/service for public benefit.
		Devices					The amenity shall not interfere with the general function
		Garbage and Toilet Facilities					Of the road or premises or cause impediment to sight Distances for motorists
2.2	Devices mounted on service oriented	Drinking water, kiosk outside colony To facilitate payment bills/etc.	<70% of the visible area to Public			The unit will be allowed to display up to 3 panels, each not more	The activities of the amenity shall not spill over 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.

	facilit y	(G2C kiosk)				than 3m x 3m	<p>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</p> <p>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</p>
							<p>Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around the facility or as per the terms of the agreement.</p> <p>General illumination required for the functioning of the facility shall be provided and maintained by the advertiser.</p> <p>Allotment will be made through open and transparent bidding system.</p>
							<p>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.</p> <p>No advertising shall be permitted till the facility is completely operational.</p> <p>An "Out of Service" sign shall be placed on the facility in case</p>

							of the facility becoming non-operative on account of a fault, repair or routine maintenance.
2.3	Devices mounted on road	Tea/Cold Drink Kiosk/Fruit			<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.
	side	juice, Snack					
	kiosks	bar, Florist,					
		Paan-cigarette, kiosk, puncture repair, Kiosk for barber cobbler, milk booth etc.					
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	Device Moun	Benches, Clock towers, dustbin etc.			<2 Sqm.		<ul style="list-style-type: none"> • Advertisement on street furniture shall not exceed 2 sq. mtr. on a single side.

	ted on street						<ul style="list-style-type: none"> • When more than one facility is installed parallel to the roadways or in al cluster, they shall be separated by minimum of 5 mèter distance. Shall not be placed 50 35 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 locations. • Not permitted on a road median, which is less than 1.2 meter wide. • Not permitted on a road median, which is less than 1.2 meter 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 curve, the facility should be placed no closer than 1 meter from the face of the curve shall be not less than 0.5 meter. Device mounted on street furniture shall be non-reflective in nature.
2.6	Pier or pylon mounted device	Road flyover pylons, metro pillar etc.	0.76m	0.1m	Not exceeding 0.91 sq. m	1.2 m	<ul style="list-style-type: none"> • Surface mounted device shall be permitted only in the landscaped area under the Viaduct on Flyover and shall not spill over 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

							<p>direction of the traffic flow and not parallel to it.</p> <ul style="list-style-type: none"> • In case of their being more than one Pier per bay as in the case of Flyovers, maximum of two surface mounted device <p>shall be permitted per bay preferably on the outer road-side piers.</p> <ul style="list-style-type: none"> • 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.
2.7	Pole Kiosk		1.2	0.9 m	Not exceeding 3.65 sq. m	1.2m	<ul style="list-style-type: none"> • Shall not exceed 0.91 sq. m of advertisement display area and shall only be displayed in portrait format. • Under no circumstances shall sign project beyond 0.1m from the face of the pole on which it is mounted. • Advertisement Devices shall 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. <p>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.</p> <ul style="list-style-type: none"> • Advertisement Device shall not cover any Mandatory/Cautious signs

							<p>or the cover plates on street lamp pole.</p> <ul style="list-style-type: none"> • 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 paper (large size printed paper) or stretched vinyl sheet. • No projection, cut-out on the pole kiosk is permitted.
2.8		Protection screen/nallah culvert Advertising devices	1.2m	1.8m	<2.16 Sq. mtr.	0.75m	<ul style="list-style-type: none"> • Permitted only on road-facing side • Shall be cantered 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. device panel • 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		Formal advertising display board	2.5 m	1.2 m	<3 Sq. m	1.2 m	<ul style="list-style-type: none"> • 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.

						<p>Informal advertising shall not be permitted along the roads.</p> <ul style="list-style-type: none"> • The billboard/poster will be allowed for a maximum period of 48 hours. <p>Informal devices advertising should be restricted to the specific site / wall as may be provided by the Urban Local bodies in each of it wards, near</p> <ul style="list-style-type: none"> • 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. • 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 & Public				<ul style="list-style-type: none"> • 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. <p>No animation or movement in any form shall be permitted in fleet advertising.</p> <p>Advertising devices will be allowed inside the public utility vehicle.</p>

							<ul style="list-style-type: none"> • 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	Delivery and service vehicle advertising	NA	NA	NA	NA	<ul style="list-style-type: none"> • Area for Advertisement/ name/logo shall not exceed 50% of the surface area on each side of the vehicle. Separate application for separate delivery vehicle, with detail of registration number etc. Taking clearance from City Traffic police and RTO etc. shall be the responsibility of advertiser.

S no	Type	General description	Specific Parameters				Special Conditions
			Max Length	Max Width	Max Area	Min Ground Clearance	
2.12	Taxi and intermediate Public transport like auto rickshaw and radio taxis						<ul style="list-style-type: none"> • The delivery vehicles shall only be permitted to advertise the own product/service offered/carried by the company/owner. • 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 City Traffic police and RTO etc. shall be the responsibility of

							advertiser, and the conditions set by them shall be followed.
2.13	Mobile vehicle for purposes for advertising: Not permitted	NA	NA	NA	NA	NA	
2.14		Air Borne devices (only permitted For social messages)	19.5m	<ul style="list-style-type: none"> • 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 offer letter/contract/agreement. • 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. • The air-bone advertising devices may be permitted in large open areas with prior approval
2.16		Flag Signs	2m	1.5m	3 sq. m	2.2 m	<ul style="list-style-type: none"> • 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.

							<ul style="list-style-type: none"> • Note: The Length and Width for advertising display for Flag Sign devices can be interchanged/alterd as per suitability but not exceeding the total area (Length multiplied by Width).
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Specific Conditions for Category-2 Devices

[Advertisements mounted on public amenities, like public toilets, garbage collection points etc.]

a.	Lateral Placement	<ul style="list-style-type: none"> • 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 curves, trees, electrical poles, boundary walls etc.
b.	Longitudinal Placement	<ul style="list-style-type: none"> • The distance shall be maintained as per the specific contract clauses as mentioned by Bhagalpur Municipal Corporation while inviting tenders and proposals • Any deviation from the clause shall be approved by the MMC • 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 curves, trees, electrical poles, boundary walls etc.

Specific Conditions for Category-3 Devices

[Advertisements on fleets and transport related infrastructure]

S. No	Type	Description of device	Specific parameters					Specific conditions
			Max Length	Max Width	Max Area	Max Height	Min ground clearance	
3.1		Bus Shelter and Bus Depo	As per Urban Local Bodies and Transport dept. Specification	As per Urban Local Bodies and Transport dept. Specification	As per Urban Local Bodies and Transport dept. Specification	As per Urban Local Bodies and Transport dept. Specification		<ul style="list-style-type: none"> • 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 non-lit, 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 1500 mm must be maintained between the bus shelter and the site features like trees/shrubs,

								<p>pavement curves, boundary / building walls, electrical poles, etc.</p> <ul style="list-style-type: none"> • 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 rules.
3.2	Parking	As per Competent authority approval	As per clear Competent occupancy approval	<ul style="list-style-type: none"> • 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 approval 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 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 				

							<p>maximum of three sides of the peripheral edge.</p> <ul style="list-style-type: none"> • Minimum distance to be maintained shall not be less than 1.5 m. • No Free-Standing advertising device on any parking location shall be permitted abutting the periphery of the following: <ul style="list-style-type: none"> 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.
3.2.1		Parking (Two display boards)			Up to 18 sq. m	7ft	<p>Two display boards of the size 40ft x 8ft each shall be permissible in each parking site.</p> <ul style="list-style-type: none"> • The boards will contain advertisement at first halt portion (20ft x 8ft) & parking rates prescribed by the Bhagalpur Municipal Corporation at the other halt portion.
3.2.2	Two sides Of Khokha				Up to 18 sq. m		<ul style="list-style-type: none"> • Each parking has 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 advertiser to ensure that Khokha are well lit and aesthetically built.

3.2.3	Parking tickets and uniforms	As per Competent authority approval	<ul style="list-style-type: none"> • The parking tickets shall contain Urban Local Body's hologram on the front side with rates of parking fee advertisement reverse side. • There will be uniformity in the parking tickets in all municipal authorized parking areas. 					
3.3.1	Landscape advertisement device							<ul style="list-style-type: none"> • All landscape advertising devices shall be located only at design location. as approved by the Urban Local Bodies <p>All landscape advertising device shall be adequately maintained to assure continued readability of the message.</p> <ul style="list-style-type: none"> • 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 advertisement <p>No Landscape advertising device shall project beyond the assigned surface on which it is fixed.</p> <ul style="list-style-type: none"> • The requirement of the landscape advertising for the specific zone shall be led down as decided by the Competent authority.
3.3.1	Fence Advertising devices	1.5 m	<0.3 m including base	2.25sq .m	1.5 m	As per Competent		<ul style="list-style-type: none"> • The Fence advertising signs shall be advertising plates measuring 0.2sqm in area

							<p>Authority approval</p> <ul style="list-style-type: none"> • The fence over which Sign is fixed shall consists 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 competent 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 any two signs • The sign shall be centered and aligned to the centre of the fence module horizontally. <p>The total number of fence advertising signs appearing join a particular fence shall depend on the design and length of the fence.</p> <p>The fence shall be covered with green cover such as creepers etc. to the maximum extent possible planted within.</p>
3.3.2	Devices mounted On tree	0.3m	0.3m	0.09 Sq.m	The devices shall integral	As per Competent	<ul style="list-style-type: none"> • Signs shall be square advertising plates measuring 0.3m x 0.3m.

		guards				part Tree guard	authorit y approva l	<ul style="list-style-type: none"> • 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 Urban Local Bodies. 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 Guards advertising sign.
3.4		Traffic barricading	0.6 m	0.3 m			Mounte d on traffic barrica ding	<ul style="list-style-type: none"> • Signs shall advertising be plates measuring 0.6mx0.3m. Advertising sign shall be an integral part of the design. • The advertising attached to barricading can be sign the reflective in nature.

Conditions for Category-4 Devices
[Self-advertising devices]

S. No	Type	Description of device	Specific parameters		Max Area	Max Height	Min. ground clearance	General conditions
			Max Length	Max Width				
4.1			NA	0.3 m		<0.9m in general and can be increased upto 2m depending on the site condition and subject to approval of the Competent Authority on case to case	2.5 m	<ul style="list-style-type: none"> • All Fascia signs shall conform (should not exceed) to a maximum height of 0.9 m • 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. • In case of double height openings in frontage the datum line of the sign.

							shall be at 0.9m from the soffit of the ceiling
						basis as explained in the note below	<ul style="list-style-type: none"> • The Signage should not obstruct the open railings, jail, grill or any architectural features. • In case 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 frontage exceed of premises the business (in terms of the Width). • One additional sign is permitted for each business establishment having al rear, or side building face with a public entrance. • One additional fascia sign is permitted on each wall face fronting on 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 of 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

								<p>from the architecture of the supporting building during the daytime.</p> <p>The Owner of Shop/Business Establishment/Institution shall only be permitted to advertise the organization/business name/logo for self-signature having area less than equal to 2.5 sq. m, subject to payment of advertisement fee and prior written permission of the competent authority.</p>
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Note:-The maximum height limit of Self-Signature for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex etc. shall be 2 meters (proportion ate to the building facade area). The sign age 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:		<2 m	<1 m	<2 sq. m	As approved by competent authority	2.7 m	<ul style="list-style-type: none"> • A sign shall be fixed at right angles to the street line where enterprise facades exceed 20 m in length, more than one sign may be allowed, spaced at minimum of 6m intervals. • Self-illuminated Awning Signs are not permitted. <p>Permitted only on premises used for commercial, office, industrial or entertainment purposes. No Under-awning sign shall project at any point more than 100mm from the surface to which it is affixed.</p> <ul style="list-style-type: none"> • No Under-awning sign shall exceed a vertical dimension of 600mm and a horizontal dimension of 900 mm.
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								<p>No Under-awning sign shall</p> <ul style="list-style-type: none"> • Extend above, below or beyond any extremity of parapet wall, balustrade railing, beam or fascia. <p>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 6 meters of interval.</p>
			Installed on Building Height not exceeding 18 m				>2.5 m but <9m	<ul style="list-style-type: none"> • Projecting signs overhanging public land must have a minimum clearance of 2.5 meters above ground level (or a footpath). <p>No projection of the signage or any parts of its supports or frame-work shall project more than 1m beyond the building.</p>
								<ul style="list-style-type: none"> • 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.
								<p>No projected sign shall be attached to the transom of a doorway or display window.</p> <ul style="list-style-type: none"> • 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 height						<p>The projecting sign shall be designed so that it is capable of supporting</p>

		exceeding 36m						reasonable horizontal as well vertical load at all points/loading points.
4.4		Footway and road side vendor sign	0.6 m	0.6 m	0.36 Sq. m	1 m	NA	<ul style="list-style-type: none"> •Footway signs are permitted within the Clear Zone provided that the structure, which performs the sole purpose of supporting the Advertising Device, is frangible.
								<ul style="list-style-type: none"> •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 to restrict the visibility of other authorized signs. <p>Be permitted only during trading hours. Footway signs shall have a maximum height of</p> <ul style="list-style-type: none"> •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	<2 Sq. m	1 m	NA	<ul style="list-style-type: none"> • 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 illuminated. • All Real estate Signs 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. <p>The maximum size of Real estate Sign permitted shall not exceed 2sq. m (but not more than 1 sq. m per side).</p> <ul style="list-style-type: none"> • A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height.
4.6		Welcome sign		NA	<3.8 5 Sq. m	1.6 m	NA	
4.7		Construction sign: For self-advertising only	NA	NA	<4.4 Sq. m	3 m	NA	<p>Under no circumstance shall</p> <ul style="list-style-type: none"> • A Construction Site sign be permitted prior to the issuance of first building permit.

								<p>A sign shall not be permitted</p> <ul style="list-style-type: none"> • unless there is direct access to that road from the property being advertised <p>Signs shall be located as</p> <ul style="list-style-type: none"> • close as practicable next to, and parallel to, the property alignment. <p>A sign shall not interfere with any underground services.</p> <ul style="list-style-type: none"> • 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) <p>Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles.</p> <ul style="list-style-type: none"> • One or more signs as per the guide, with a maximum area of 1 sq. m, may be displayed per property.
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By the order of