

ADVERTISEMENT POLICY

Advertising is an essential way of creating awareness about various products and services. At the same time advertisement causes visual clutter. The objective of the policy is to create a meaningful balance between the need for advertising and avoidance of visual clutter.

Advertisement Policy Guidelines

1. Preliminary

1.1 Title

1.1.1. These guidelines may be called the Advertisement Policy Guidelines.

1.2 Application

1.2.1. These guidelines are applicable to all advertisements within the Municipal area, whether on land, building, wall, hoarding, frame, kiosk, post, tree guards or by any other means whatsoever by which it is open to public viewing, visible from a public street or public place, whether moving or non-moving.

1.2.2. These guidelines shall apply in general to banners, boards, balloons, gantries, sub-ways, illuminated and non illuminated hoardings (including neon signs, electronic sign boards, video display boards etc.) mobile vans, passage shelters, posters, signs, temporary arches, and any other means of display of advertisements.

1.2.3. These guidelines however, do not apply to the following

i. Newspaper advertisements

ii. Radio and television broadcasts

iii. Advertisements relating to public meeting or to an election to the Parliament or the State Legislature or the Municipal Board or to candidature in respect of such election

iv. Exhibits within the doors/windows of any building, if the advertisement relates to the trade, profession or business carried on in that building

v. Relating to the name of the land or building upon or which the advertisement is exhibited or to the name of the owner or occupier of such land or building.

1.3 Commencement

1.3.1. The guidelines shall come into effect from their date of issue.

1.3.2. These guidelines have incorporated all previously followed guidelines and hence shall supersede all other guidelines issued and practices followed in the past in this respect.

1.4 Policy Objective

1.4.1. The advertising policy must give careful and high consideration to the ambience of an area, the architectural character of the area or building in particular and to issues of road safety. This would require the policy to consider location, size, design, and type of sign, where the potential for creation of visual clutter and conflicts with traffic safety is minimal.

1.4.2. It would require enforcement measures to ensure that hoardings follow these stipulations.

1.4.3. The objective of an advertising policy is to seek the enhancement of physical character and visual appearance of a city.

1.4.4. Permission to an advertising hoarding should be permitted based on the following criteria:

- i. If they support the commercial viability of a significant building tenant (advertisement in cinemas etc).
- ii. If they advertise a civic/community event involving the city
- iii. If they can be considered as a public art
- iv. If the cumulative impact of the sign does not give rise to visual clutter.

1.5 Guiding Principles

1.5.1. The policy for outdoor advertisement should not be driven by revenue, but by the city development imperatives.

1.5.2. The policy should explicitly work to discourage visual clutter

1.5.3. The policy should be so designed that it does not compromise on road safety, it should ensure that outdoor advertising is not hazardous to road and pedestrian traffic.

1.5.4. Size and type of the advertisements should depend upon the use of land

1.5.5. Advertisements on street furniture should be primarily promoted for the public good and comfort. Advertisements should not play a decisive role in the placement of street furniture, vice versa however may be considered proper.

1.6 Authority

1.6.1. The State Level Nodal Agency (MUDA) and/or Municipal Board reserves the right to review, amend, waive or modify the aforementioned conditions or restrictions at his discretion.

1.7 Permission for Display of Advertisement

1.7.1. No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosk or structure any advertisement, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place, in any place within the city without the written permission of the State Level Nodal Agency (MUDA) and/or Municipal Board.

The State Level Nodal Agency (MUDA) and/or Municipal Board shall not grant such permission if .

- i. A license for the use of the particular site for purpose of advertisement has not been issued or
- ii. The tax, if any, due in respect of the advertisement has not been paid

1.7.2. The State Level Nodal Agency (MUDA) and/or Municipal Board has the right to disapprove a sign or hoarding which he considers to be offensive, or when he is of the opinion that the type, position, size, appearance, illumination, animation, content or other characteristics of the sign or hoarding may adversely affect

- i. The ambience of the area
- ii. The architectural character or appearance of the building, streetscape or precinct

iii. Traffic safety

2. General Policy Guidelines

2.1 Physical Characteristics

2.1.1. Size and Shape

i. Advertising devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign

2.1.2. Colour

i. The code of practice for Road Signs IRC:67-2001, by Indian roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

ii. Advertising devices shall not use colours that could potentially result in an Advertising Device being mistaken for an official traffic sign.

2.1.3. Illumination and Luminance

i. Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road could give the appearance of an emergency service or warning lights

ii. External illumination sources shall be shielded and should not face the observer directly

iii. Illumination of advertising device should be concealed or be an integral part of it

2.1.4. Advertising Device Content

Following kinds of advertisements are forbidden

i. List of negative advertisements

ii. Advertisements propagating racial caste or community discrimination

iii. Advertisements depicting cruelty to animals

iv. Advertisements containing nudity

v. Advertisements glorifying violence

vi. Advertisements propagating exploitation of woman or child

vii. Advertisements banned by Council of India or by law

viii. Advertisement of drugs, alcohol, cigarette or tobacco items

ix. Advertisements depicting any nation or Institution in poor light

x. Advertisements with indecent or obscene content (graphics, images or text)

xi. Advertisements of weapons and related items

2.1.5. Structure:

- i. Advertisement Device structures shall be certified by a Structural Engineer practicing in the field of Structural Engineering
- ii. The certification should comply with relevant Indian structural design standards and relevant codes of practice
- iii. The device structure should be well maintained. It shall be painted in colours that are consistent with, and enhance appearance of the surrounding area
- iv. The name of the advertising device license holder should be placed in a conspicuous position on the device

2.2 Places for display of advertisements

2.2.1 State Level Nodal Agency (MUDA) and/or Municipal Board may allow display of advertisement on any land, building, wall, hoarding, frame, post, kiosk, structure or in any manner whatsoever for public view, visible from a public street or public place, in any place within Shillong, provided the guidelines are complied with.

2.2.2 No Advertisement Zones – General In front of /inside the compound of/ on the walls of any

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

2.3 Sources for Electrical Connection and Promotion of Renewable

Energy:

2.3.1 The electrical connections to advertising devices shall accord with relevant Indian Standards

2.3.2 The power consumer or the licensee shall make application for power connection and shall obtain electricity connection from the Electricity Board in his name, after having obtained a .No Objection Certificate. from the Municipal board and Meghalaya Electricity corporation Ltd (MeCL).

2.3.3 The electrical installation work shall be performed by a licensed electrical worker in accordance with the electricity regulations.

2.3.4 To promote conservation of electricity, it is important that as far as possible, the illumination devices at all outdoor advertising devices shall draw power from alternate renewable resources wherever available.

2.3.5 Incentives shall be given in the form of reduced monthly license fee (25% rebate) to all advertisers who invest in alternate renewable resources for drawing power supply for illumination

2.3.6 No generators running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any advertising device.

2.4 Special Provisions for Display of Advertisements

SL No.	General Description	Description of Devices	Specific Parameters	Conditions
2.4.1	Advertisement on Hoardings	Hoardings on streets, footpaths, roof terraces or ground	Standard Size . 20 x 10 20 x 20 30 x 20 30 x 15 20 x 15 40 x 20 60* x 20 (All measurement in feet) * strictly depending upon site suitability assessment	a) The size of hoarding shall in general be proportional to the general average width of the abutting road. On roads with less than 60 feet width, the largest standard length of 60 feet will not be permitted b) Back to back hoarding shall be permitted c) The average height of the base of the advertisement device should not obstruct safe movement of pedestrians or vehicles. And should be atleast 11 feet and not greater than 60 feet. The top shall not be greater than 70 feet in any case. d) The structural design of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by the

				<p>Municipal Board</p> <p>e) The structural design of the foundation/footing shall be in accordance to the various types of dead/ live loads and wind pressures and shall be necessarily approved by an authorized Structural Engineer</p> <p>f) The minimum distance between two hoardings shall be so maintained that that the proposed hoarding does not obstruct the existing hoarding.</p> <p>g) As far as possible, uniformity of size of the hoarding and alignment thereof in a particular locality/road shall be maintained</p> <p>h) No hoarding shall be permitted on a footpath with width less than 6 feet</p> <p>i) Hoarding on a terrace shall not be allowed to project beyond the building line</p> <p>j) The operating limit for illumination of hoarding shall not be more than 8 hours in a day and the illumination shall be put off before midnight.</p> <p>k) The State Level Nodal Agency (MUDA) and/or Municipal Board, in special cases may relax the height restrictions for hoardings over flyovers and elevated</p>
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				roads.
2.4.2	Advertisements on Flyovers and bridges			<p>a) The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge.</p> <p>b) The maximum height of the advertisement shall not exceed the height of the parapet of the bridge</p> <p>c) The length of the advertisement shall not exceed 60 feet</p> <p>d) Advertisement on the lampposts shall not be more than 2 feet in width and 4 feet in height and at a clear height of not less than 11 feet from the level of the road</p>
2.4.3	Advertisements on floating balloons			<p>a) The agency shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisement. The agency shall make necessary arrangements for monitoring the movement of the balloon during its display</p> <p>b) The agency shall provide .No Objection Certificate. (NOC) from the Ministry of Civil Aviation, Govt. of India and shall observe their rules and regulations</p>
2.4.4	Bus		Ordinary	a) Area for advertisement/name/logo

	Advertising -		<p>Bus .</p> <p>Side Panel :</p> <p>Driver side</p> <p>16 x 2</p> <p>Passenger side</p> <p>12x2</p> <p>Back side</p> <p>4x3</p> <p>Inner side</p> <p>2x11</p> <p>Mini Bus .</p> <p>Side Panel :</p> <p>Driver side</p> <p>12 x 2</p> <p>Passenger side</p> <p>7x2</p> <p>Back side</p> <p>4x3</p> <p>Inner side</p> <p>2x11</p>	<p>shall</p> <p>not exceed 75% of the surface area on each side of the vehicle except the entire front portion and rear window of vehicle</p> <p>b) Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation of persons or commodities from one place to another.</p> <p>c) Advertisements shall be affixed, painted, magnetically applied on the outer surfaces of the vehicle or mounted on the vehicle as specified.</p> <p>d) No animation or movement of any form shall be permitted in fleet advertising</p> <p>e) Advertising devices shall not interfere in anyway with the mandatory vehicle signs such as purpose of the bus service, number plate etc.</p> <p>f) Revenue generation from all buses (property of SPV) shall remain with the SPV and become part of the City UTF. Municipal Corporation shall not be eligible for any claims</p>
2.4.5	Taxi Advertising			<p>a) Area for advertisement/name/logo shall not exceed 25% of the surface area on</p>

				<p>each side of the vehicle except the entire front portion and rear window of vehicle</p> <p>b) No animation or movement of any form shall be permitted in fleet advertising</p> <p>c) Revenues shall have to be shared with the Municipal Board and the parameter of the same shall be fixed by the Municipal Corporations only</p>
2.4.6	Bus Shelter	Hoardings integrated with bus stops	As per Municipal Corporation and Bus Operator approval	<p>a) The approach end of passenger transport shelter shall be either open or transparent to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle</p> <p>b) The advertisement space shall be defined by the in charge authority of the bus shelter. The advertiser shall strictly limit to the allocated space with no additional extensions or projections</p> <p>c) Advertisements have to be part of the structure and cannot be suspended or be an addition to the primary structure</p> <p>d) The advertisement shall either be backlit or non lit, front lighting with external projections shall not be permitted.</p>

				<p>e) The advertisement devices shall not project outside the rooftop boundary</p> <p>f) Non static illumination, changing LEDs, flashing lights shall not be permitted</p> <p>g) Other general provisions as set out by this policy will be applicable to display of advertisements on bus stops</p>
2.4.7	Parking			<p>a) No part of the parking advertising device shall project into the public right of way</p> <p>b) Advertisement devices should not obstruct the available parking space</p> <p>c) Advertising sign face of the free standing advertising devices in parking area shall be oriented inwards facing the parking bays</p> <p>d) The parking tickets shall contain the Municipal Board hologram on the front side and the rates of parking fee and advertisement on the reverse side</p> <p>e) All parking tickets being issued shall be of standard size and colour.</p> <p>f) The uniforms meant for parking attendants shall have advertisement/logo of the firm on one side only</p>
2.4.8	Devices mounted on		0.3mx0.3m (LXW). The	<p>a) Signs shall be square advertising plates of the specified measurements</p>

	tree guards		device shall form an integral part of the tree guard	<p>b) The advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the tree guard advertising sign</p> <p>c) No illumination in any form shall be permitted on the tree guards advertising signs</p>
2.4.9	Traffic Barricading			<p>a) Advertising sign shall be an integral part of the frame</p> <p>b) The advertising strip can be reflecting in nature</p>

2.4 Procedures

2.4.1 The applicant agency shall apply for permission to the Advertisement Department, Shillong Municipal Board in the forms as prescribed by the Municipal Board and shall pay the requisite application processing fees and rent according to the Schedule of Rates issued by the advertisement department.

2.4.2 The decision to accept and reject an advertisement shall solely remain in the hands of the State Level Nodal Agency (MUDA) and/or Municipal Board based on the compliance with the notified advertisement guideline.

Rates of Fees For Outdoor Advertisements

Type of Advertisements	Unit	Location		
		Major Roads in Commercial Areas	Local Roads	Other Areas
Hoardings (Illuminated)	Sq.m	₹.600.00	₹.480.00	₹.400.00
Hoardings (Non-Illuminated)	Sq.m	₹.550.00	₹.440.00	₹.360.00
Illuminated Kiosks (60cms X 120cms)	Each	₹.450.00	₹.350.00	₹.300.00
Non-Illuminated Kiosks (60cms X 30cms)	Each	₹.410.00	₹.320.00	₹.275.00
Banners	Sq.m	₹.150.00	₹.150.00	₹.150.00
Bus-Sheds	Each	₹.8,000.00	₹.8,000.00	₹.8,000.00
Police Booths	Each	₹.5,000.00	₹.5,000.00	₹.5,000.00



Chief Executive Officer
Shillong Municipal Board

