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## **1 Preliminary**

### **1.1. Short Title**

1. These guidelines may be called the advertisement policy Guideline.
2. These guidelines fall within the ambit of The West Bengal Municipal Corporation Act, 2006 and all other related Acts, Rules and Regulations, Hence, these guidelines are to be read in conjunction with such Acts and associated Rules, Regulations and Guidelines.

### **1.2. Application**

1. These guidelines are applicable to all advertisements within The Asansol Municipal corporation area, weather on-Land, Building, wall, hoarding, frames, post, kiosk, any structure, or by any other means whatsoever by which it is open to public view in any manner, visible from a public street or public place, weather moving or non-moving, (including any advertisement exhibited by means of cinematography).
2. These guidelines shall apply in general to Balloons, Banners, Direction boards, Foot over-bridges, Gantries, sub-ways, illuminated and non-illuminated Hoarding (incl. Neon signs, electronic sign boards, video display boards etc.) Mobile vans, passages shelters, posters, sig, temporary arches, and any other means of display of advertisements.
3. However, these Guidelines do not apply to advertisements-
  - a. Published in newspaper
  - b. Broadcast on radio on television
  - c. Relating to a public meeting or to an election to the parliament or the state Legislature or the corporation or to candidature in respect of such election.
  - d. Exhibited within the window of any building, if the advertisement relates to the trade, profession or business carried on in that building
  - e. Relating to the trade, profession or business carried on within the land or building upon or ever which such advertisement is exhibited or to any sale or latter of such land or building or any effects therein or to any sale, entertainment or meeting to be held on or upon or in the same.
  - f. Relating to the name of the land building upon or which the advertisement is exhibited or to the name of the owner or occupied of such land or building.

### **1.3. Commencement**

1. These guidelines shall come into effect from their date of issue
2. These guidelines supersede all other guidelines issued and practiced followed in the past in this respect.

### **1.4. Authority**

The Municipal Commissioner reserves the right to review, amend, waive or modify any of the Above conditions or restrictions at his discretion.

## **1.5. Definitions**

1. Advertisement means any word, model, sign, sky-sign, placard, notice, devise or representation, whether illuminated or not in the nature of a deployed wholly or in part for the purposes or advertising, announcement or publicity.
2. Agency means an applicant who may be an individual, registered, charitable organization, firm partnership or a company incorporated under the companies Act 1956.
3. Direction Boards means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building park or any site, and contains an advertisement.
4. Hording means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, with character, letters or illustrations applied there to and displayed in any manner whatsoever, out of doors, for purpose of advertising or to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever.
5. Sign means any writing (including latter, word or numeral); pictorial representation (including illustration or decoration); emblem (including devise, symbol or trademark); flag (including banner or pennant); or any other figure of similar character; which:
  - a. is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or other structure; and
  - b. is used to announce, direct attention to, or advertise; and
  - c. is on, over or in view of a public place.

But for the purposes of these conditions does not include:

- d. Traffic or regulatory devices, legal notices, or warnings at railway crossings;
- e. Signs required to be maintained by law or government order or regulation;
- f. Memorial signs or tablets
- g. Any others as excluded by the Municipal Commissioner

## **2 General Policy Guidelines**

### **2.1. Permission for display of advertisements**

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 (including any advertisement, exhibited by means of cinematograph), in any place within Asansol Municipal Corporation Area (As defined in The West Bengal Municipal Corporation ACT , 2006) Without the written permission of the Municipal Commissioner.

The Municipal Commissioner shall not grant permission if-

1. A license for the use of the particular site for purpose of advertisement has not been issued; or,

2. The advertisement contravenes any provisions of The West Bengal Municipal Corporation ACT, 2006, or these guidelines; or,
3. The tax, if any, due in respect of the advertisement has not been paid;

The Municipal Commissioner may not approve 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:

1. The ambience of the area; or,
2. The architectural character or appearance of the building, streetscape or precinct: or,
3. Traffic safety

## **2.2. Places for display of advertisements**

Municipal Commissioner may allow display of advertisements of 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 Asansol Municipal Corporation Area, provided the guidelines are compiled with.

### **2.2.1. No advertisement zones – General**

No advertisements shall be allowed in the following places –

1. In front of / inside the compound of / on the walls of any
  - a. buildings of archaeological, architectural, historical or heritage importance;
  - b. places of worship or religious significance;
  - c. statues, minarets or pillars of heritage importance;
  - d. tourist spots of national or local importance;
  - e. hospitals and nursing homes;
  - f. educational institutions, libraries;
  - g. cremation ground, graveyards;
  - h. police stations, post offices, any government or municipal corporation building / office;
  - i. traffic Islands;
  - j. River/Rivers;
  - k. Parks, squares, playing fields, greenery, open spaces or water bodies

The intent is that the view of the monument or the building or the site in question is clear without any visual instruction. The Municipal commissioner may be notified, allow an advertisement in any of the above-mentioned zones, on exceptional basis.

## **2.3. Policy objective**

1. The advertising policy must give careful and high consideration to the ambience of an area, the architectural character of the area or building and to issues or road safety, this

